

Maria Chiara Fantauzzi

Marketing Executive

London, UK

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Languages

French (Work Proficiency)

Spanish (Work Proficiency)

English (Fluent)

Italian (Native)

About

Skilled marketing and communications specialist with over 4 years of progressive experience creating strategies to nurture business growth. Results driven CRM marketer, with a passion for customer marketing driving results through data. Strong technical proficiency with Microsoft Office (Excel, Word, PowerPoint), Photoshop, Word Press, Salesforce, Asana, Google Analytics and HTML.

BRANDS WORKED WITH

- Carrick ISO Luxury
- Cronaca Diretta
- GANT
- Puig

Experience



Marketing & CRM executive

Puig | Mar 2022 - Now

Executed CRM strategy across different markets and channels (including emails, DM, lead gen) for 3 brands (Penhaligon's, L'Artisan Parfumeur, Kama Ayurveda), identifying opportunities and challenging current practices.

- Shared data and insights to drive innovation, enhancing 1-1 personalisation offering and optimizing data capture touch points.
- Developed tailored strategy for BAU and automations with the ecom and marketing team, ensuring the improvements of retention and acquisition (prospecting-nurturing-upselling).
- Responsible of the omni channel trade calendar both online/offline, supporting initiatives and briefing agency on marketing comms.
- Built strong working relationships with teams within the business including Commercial, BI, and Tech in order to gain support and drive continuous momentum for new initiatives.
- Collaborated with several external partners including our refer-a-friend partner MentionMe, challenging strategy and ensuring we are getting the most out of the tool and the partnership.
- Project managed and Launched Penhaligon's membership program in UK/US/EU/ME, development from start to end.
- Supported the team leverage client loyalty (walk in data collection, new high potential clients, offering an extra-mile service).



Free lance Journalist

Cronaca Diretta | Apr 2020 - Now

Wrote 300 online articles on several topics, such as tech-development, politics, sustainability, sport, art and beauty.

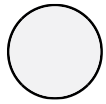


E-commerce Marketing executive

GANT | Sep 2020 - Mar 2022

Developed created and executed all the UK and IT weekly campaigns such as newsletter and SMS journeys (salesforce, marketing cloud).

- Optimized campaign and website activity through AB testing and segmentation.
- Weekly/monthly/yearly analysis through KPI's reporting (Google analytics. PowerBI).
- Supported CRM activities such as membership program and store promotion and affiliate marketing.
- Liaised with 3rd party agency for paid ads and strategy definition.
- Involved in digital merchandising and social shopping decisions. E-Commerce Trading assistant
- Responsible for driving digital transition and e-commerce initiatives across all stages of the customer journey for the southern EU markets (Portugal, Spain and Italy).
- Managed the EU e-commerce stores PLPs´ to meet sales and profit targets, driving online revenue.
- Executed the Global Content Plan, ensuring a close working relationship with the local European teams, collaborating on a daily basis with various stakeholders based in 7 countries.



● **Marketing and Communication Assistant**

Carrick ISO Luxury | Apr 2020 - Sep 2020

Drive high-octane branding strategies through the refinement and new launch of marketing campaigns.

- Through the leverage of in-depth market analysis, developed an innovative digital strategy to target millennials and generation Z.