



Emma Olliff

Senior Registered manager

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Languages

English

About

PROFESSIONAL SUMMARY

BRANDS WORKED WITH

- Bad Brownie | Contract
- Break
- Business World Corporation
- Channel Health
- Four Nine Media
- Full
- In The Loop Drinks | Contract
- Netmedia Corporation
- POLYGRAM Film International
- Roja Parfums
- TEMPLESPA Skincare
- TIME WARNER ENTERPRISES
- Tropic Skincare | Full Time
- Turner International Television Licensing
- Various

Experience

● Head of Digital Marketing & E-commerce

Tropic Skincare | Full Time | Sep 2022 - Now

Managing and recruiting a team of 7 to ensure best-in-class execution across all channels. Ownership for the management of the digital budget and shared ownership of hitting KPIs for the business. Ownership, creation and implementation of digital strategies aligned to the company's vision, goals and objectives. Developing customer acquisition & retention strategy to drive growth, brand awareness & customer engagement. Leading and directing the team on email, SMS, WhatsApp & Web Push marketing strategy including migration from Klaviyo to Insider. Streamlined briefing and reporting processes to increase team efficiency. Managed the development of our new e-commerce site from Shopify Plus to Shopify 2.0 (<https://www.tropicskincare.com>). Improved page load speeds from 3+seconds to 0.87 seconds, and improved conversion rate from 30%, Increased AOV by 14% and revenue increased by 10%. Introduced RFM and replenishment strategies to CRM communication plan.

Head of Digital Marketing & E-commerce

● Head of Digital Marketing & eCommerce

Bad Brownie | Contract | May 2021 - Aug 2022

Created, implemented, and optimised the digital marketing road-map across all channels with a focus on brand exposure, customer acquisition and retention. Lead, developed and executed the annual Digital Media strategy for Bad Brownie in line with the overall commercial and marketing objectives. Showing vision and pro-activity to drive improved Digital & Web performance improving our direct share of the business. Lead all aspects of e-commerce business and ensured strong execution across acquisition & retention performance marketing, site performance & design, onsite marketing, email marketing, SEO, and promotional campaigns to hit revenue growth targets. CRM: Responsible for the newsletter, segmentation, monitoring and creating campaigns to nurture customer relations. Development of customer retention strategy utilising a subscription based model, loyalty program and referrals. Set out all campaign objectives and KPI's, keeping in mind awareness and positioning, traffic and revenue, new customer acquisition and retention/loyalty/frequency of purchase.

ECOMMERCE

● Marketing Consultant

In The Loop Drinks | Contract | Nov 2019 - Aug 2021

Developed the brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term. Planning and execution of all communications and media actions on all channels, including online and social media. Assisting with product

development, pricing and new product launches as well as developing new business opportunities



● **Digital Marketing Manager**

TEMPLESPA Skincare | Oct 2019 - May 2021

Develop and deliver brand-specific digital strategies aligned with channel priorities. Ensure appropriate commercial budgets and targets are set for DtoC ecommerce activity. Delivered global digital content strategy across all channels, recommending a test and learn approach to inform ongoing strategy. Developed and managed the full digital strategy including PR, Influencer, social, SEO, Affiliates, SEM etc. Development and execution of digital marketing plans including channel strategy, budget allocation, reviewing organisational capabilities, market specific insights, communication plans and team development. Growth management across funnel from acquisition to activation, retention and revenue. ECRM strategy including behavioural targeting and marketing automation using Emarsys and Magento. P&L management for all digital channels. Exceeded revenue targets by +48% achieving 68% YoY growth. Reviewed need gaps in the team and recruited and onboarded 2 new members of staff. Grew Temple Spa customer base by 93% and exceeded new customer growth targets by 68%. Increased social media following by 42% +242% affiliate growth in 7 months.



● **Digital Marketing Manager**

Roja Parfums | Oct 2016 - Oct 2019

Working with key stake holders to create, implement and execute the full media campaign for any new launch digitally across all markets. Defining the digital strategy, concentrating on the content calendar for the complete Roja Parfums portfolio. Monitor and manage digital brand performance to achieve sales & profit targets.

ECOMMERCE ~
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DIGITAL M
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● **CAREER**

Break | Nov 2013 - Jan 2018

● **REGISTERED NUTRITIONAL THERAPIST**

| Jul 2013 - Jan 2023

● Full | Jan 2002 - Jan 2013



● **MARKETING & SPONSORSHIP MANAGER**

Various | Jan 2002 - Jan 2010

● **GROUP PROJECT DIRECTOR**

Channel Health | Jan 2001 - Jan 2002

● **GROUP MARKETING MANAGER**

Netmedia Corporation | Jan 2000 - Jan 2001

● **MARKETING EXECUTIVE**

Four Nine Media | Jan 1998 - Jan 1999

● **PA TO SENIOR SALES EXECUTIVE**

TIME WARNER ENTERPRISES | Jan 1997 - Jan 1998

● **PA TO VICE PRESIDENT INTERNATIONAL SALES**

Turner International Television Licensing | Jan 1996 - Jan 1997

- **ADVERTISING SALES EXECUTIVE**

POLYGRAM Film International | Jan 1995 - Jan 1996

- Business World Corporation | Jan 1994 - Jan 1995

- **Head of Digital & E-commerce**

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- **MARKETING SPECIALIST**

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Working with digital partners to increase online sales - major successes include increasing brand sales on Harrods website increasing by over 500% in the last 2 years. Lead/develop digital brand strategy on NPD/EPD launches from concept to delivery Managed the digital initiatives with the global retail partners to align growth strategies and customer experience online, and drive both online visitors and customers to in-store. Responsible for SEO, PPC, display, and both organic and paid social media campaigns

Education & Training

2010 - 2013 ● **College of Naturopathic Medicine**

Diploma in Naturopathic Medicine,

1995 ● **QUEENS BUSINESS COLLEGE**

Diploma in Business Skills,

- **University of Northumbria**

Bachelor of Arts,