



Lauren Jones

Head Of Marketing at AMARA Living Ltd

Epping CM16, UK

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Links

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Languages

English (Native)

About

With over 16 years of experience in marketing, I have worked across diverse sectors including B2C and B2B retail, telecoms, and gaming.

Currently Head of Marketing at AMARA, a prominent online luxury homewares retailer, I lead a talented team, driving impactful strategies and campaigns that boost brand visibility and revenue.

My expertise lies in crafting compelling narratives, executing multi-channel campaigns, and leveraging consumer behaviour insights. I foster strong partnerships, both internally and externally, ensuring seamless execution and alignment. A data-driven decision-maker, I thrive in dynamic environments, constantly innovating to stay ahead.

If you seek a results-oriented marketing professional with retail, telecoms, and gaming experience, let's connect and explore how my expertise can contribute to your organisation's growth and success in today's competitive landscape.

BRANDS WORKED WITH

Amara Living Ltd

eBay Inc

Planning-inc

Experience

● Head Of Marketing

Amara Living Ltd | Dec 2019 -

AMARA is an online global luxury homeware retailer, now part of the Frasers Group.

I lead a team of seven across the Email, Performance Marketing, Content and Trade Accounts teams, reporting into the CMO.

I set the marketing strategy and together with my team and the wider marketing function, we deliver exceptional marketing experiences for our consumers to grow new customer acquisition and retention.

● Head of Campaign Planning

Amara Living Ltd | Jul 2018 - Dec 2019

● Commercial CRM Planner

eBay Inc | Jul 2014 - Dec 2015

Temporary secondment from Planning-Inc

Planning EU CRM activities and resource

Monitoring coupons spend and budgeting

Developing and enhancing a toolset to streamline and optimise campaign planning, resource management and delivery

● Account Director

Planning-inc | May 2012 - Jun 2018

● Senior Account Manager

Planning-inc | Jun 2010 - May 2012

● Account Manager

Planning-inc | Feb 2008 - Jun 2010

- **Account Executive**

Planning-inc | Jul 2006 - Feb 2008

Education & Training

2003 - 2006

- **University of Warwick - Warwick Business School**
BSc,

2003

- **University of Warwick - Warwick Business School**
Bachelor of Science - BS,