



Emma Louise Layla Berry

Marketing & Ecommerce Consultant

📍 London, UK

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Languages

French (Work Proficiency)

English (Native)

About

Data-driven marketer with 15 years' experience in international, multichannel marketing and ecommerce roles at luxury/ premium fashion, jewellery and beauty brands. Responsible for email & CRM, acquisition & partnerships, social media, paid & organic search, affiliates, branding, PR & events, and budget & team management.

BRANDS WORKED WITH



Experience

● BRAND CONSULTANT

| Jun 2021 - Now

Working with premium/ luxury SMBs on digital strategy, marketing and ecommerce campaigns.



● HEAD OF ECOMMERCE & MARKETING

Astley Clarke | May 2018 - Jun 2021

Managed a team of 7, overseeing all international ecommerce, marketing and PR activities, generating double or triple digit YOY growth across all major digital KPIs.



● MARKETING DIRECTOR

Latest in Beauty | Sep 2016 - May 2018

Set the sales strategy, pricing and calendar, achieving +150% sales and +160% conversion rate YOY. Led the rebrand, new site and replatform project, and launched the subscription side of the business. Developed a multi-channel marketing plan, driving strong engagement and +85% sessions YOY, and growing the database through acquisition activities by +70% email subscribers and +105% social followers. Optimised affiliate and paid marketing, increasing revenue +50% YOY. Managed the budget and team of 5, and signed off all assets, ensuring internal and external parties were aligned.



● UK & US ECOMMERCE MANAGER

PETIT BATEAU | Sep 2013 - Aug 2016

Delivered double digit YOY growth (both traffic and revenue, on both sites) for 3 consecutive years. Defined the UK and US digital strategies, identified and implemented traffic and conversion optimisations, and created in-depth reporting alongside French teams. Arranged cost-effective partnerships to increase database and brand awareness across digital, print and events. Managed all email activity, creating targeted newsletters and lifecycle campaigns. Launched affiliate program, appointed and managed SEO and PPC agencies, and an assistant.



● DIGITAL MARKETING MANAGER

Musto | Jun 2010 - Aug 2013

Established a segmented CRM database, developed a growth strategy, secured budget for acquisition, and quadrupled the database in 2 years. Managed all targeted lifecycle campaigns, generating +145% email revenue. Optimised site content and merchandising to drive YOY growth, generating +95% in revenue. Set up the blog to benefit SEO and brand awareness, and launched and managed all social media accounts. Worked on PPC, affiliates and retargeting to drive acquisition and conversion (users +140% YOY), and briefed graphic designers, ensuring branding was consistent across all channels and stores.

- **BLOGGER**

EMMALOUISELAYLA.COM | Oct 2008 - Jan 2023

Run a blog covering fashion, beauty, travel and culture, forging relationships with brands on sponsored posts, affiliate marketing, press trips and advertising campaigns.



- **MARKETING & EDITORIAL ASSISTANT**

Future Plc | May 2007 - May 2010

Managed print and online campaigns across 7 style magazines and 4 websites, including email, competitions, promotions, reader events, social media, SEO and special projects such as awards shows.