



Antonio Furione
Email Marketing Manager

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PROFILE

A creative and enthusiastic experienced graphic designer specialised in email marketing and corporate design. Passionate about typography and photography, with a strong sense of aesthetics and ethical awareness. My goal as a designer is to provide memorable offline and online experiences, focusing on presenting content in an enjoyable, creative and accessible way.

Passionate about email marketing, branding, digital and creating compelling user experiences that map to business objectives and results. Highly motivated conceptual thinker with a proven track record of designing innovative business, marketing, and technology solutions. Impeccable attention to detail with courage to speak up and passionately challenge the status quo.

SKILLS AND COMPETENCIES

Photoshop	Indesign	Illustrator	Dreamweaver	Flash	Quark
HTML5	CSS3	Joomla	Wordpress	PHP	jQuery
iLife & iWorks	W3C	Acrobat	Dotmailer		

Languages: Native Italian, fluent English, basic French.

Operating Systems: Proficient on both PC/MAC platforms.

EXPERIENCE

EMAIL MARKETING MANAGER, *Knight Frank Ltd, London, UK*

AUG 2014 - CURRENT

KEY ACHIEVEMENT:

- Implemented new reporting process to track and report on full email performance.
- CTOR increased by 214% in 3 years.
- Unsubscribe rate decreased by 20% in 3 years
- Open rate stable at 45%
- Total emails sent increased by 133% (3.5 Million sent in 2016 over 3100 campaigns)

- Responsible for development and further deployment of email marketing strategies using Dotmailer
- Support with best practices, advice and reports. Integration and alerts
- Using KPIs and measurable metrics created segmentation strategies, A/B testing of subject lines, content, images and offers which drove higher open and click-through rates
- Digital Delivery of Email Marketing campaigns in line with the social and marketing calendars
- Migration from Exact -Target to Dotmailer
- Guide marketing team in driving growth through emails
- Design and build responsive email templates
- Post campaign analysis: provide recommendations to improve CTRs and overall engagement
- Constantly improve email marketing processes
- Managing 38 accounts in UK, Europe and the rest of the world
- Daily training and support worldwide
- Planning Email Strategy and Creation of Preference Center

MARKETING AND WEBSITE COORDINATOR, *Society of Operations Engineers, London, UK*

JUN 2013 - JUL 2014

- Designed new guidelines for technical publications
- Designed new structure and sitemap for the main website
- Responsible for ensuring the growth and overall strategy of the company in both online and offline media.

DIGITAL MARKETING AND DESIGN EXECUTIVE, *Global Career Company, London, UK*

OCT 2012 - MAY 2013

Fixed-term contract - Responsible for the digital strategy and implementation across B2B and B2C platforms. Improve the design, usability, content and conversion points.

- WEB:**
- Develop website digital strategy, UI wireframes and mockups
 - Email marketing / Digital campaigns and analysis (Campaign Monitor) + HTML



- Social media (focus on growing firm profiles)
- Create landing pages and microsites for clients such as BP, KPMG, VISA
- Banner ads (flash/gif)

PRINT: - Redesign the re-branding of corporate marketing material, this included i.e. brochures, flyers

MARKETING EXECUTIVE GRAPHIC/WEB DESIGNER, Giambone Law, London, UK SEP 2010 - APR 2012

KEY ACHIEVEMENTS: 5x Traffic/enquiries in 3m period in comparison to previous years.
+20% Traffic increase generated from Social Media

Created a new main website. Developed new marketing strategies for the UK and Italian markets
Managed ads campaigns across Google and access data

WEB: - Responsible for re-branding, maintaining and updating company's websites, social media
- Enhancing the look, functionality and appearance of different websites
- Planning and implementing marketing activities across all online and offline channels
- Designing web campaigns for online initiatives, editorials, emails, flash banners
- Cross browser / device testing

PRINT: - Design corporate material, including services brochures in different languages, reports, annuals, newsletters and company business cards

GRAPHIC DESIGNER/ WEB DESIGNER La Stampa, Turin, IT FEB 2008 - DEC 2009

Working with a range of corporate brands. Creating and managing websites.

GRAPHIC DESIGNER/ JOURNALIST L'Isola che non c'era, Milan, IT MAY 2008 - DEC 2011

Freelance journalist, graphic and web designer, Italian information, culture, music bi-monthly magazine and webzine.

Writing music reviews, design from concept through to publishing a new layout for a national free press magazine, and relative ad.

SALES ASSISTANT, Ikea Retail, Turin, IT AUG 2003 - MAR 2008

- Customer Service
- Placing orders with suppliers / Taking order from customers
- Complaint handling
- Creating product specification sheets, including graphic descriptions
- Inventory of products

FREELANCE JOURNALIST, Luna Nuova, Avigliana, IT OCT 2005 - NOV 2008

Writing sport articles for a biweekly newspaper (20k copies per week)

EDUCATION

MASTER IN MUSIC JOURNALISM AND MEDIA 2005- 2006
CPM Music Institute, Milan, IT

MA DEGREE IN DAMS: Digital, Media, computing, arts, music, media and Business Management 2000 - 2004
Turin University, Turin, IT

OTHER EXPERIENCES

OLYMPIC GAMES, LONDON 2012 (Stratford Olympic Stadium), London, UK NOV 2011 - JUL 2012
Volunteer for the Olympic Opening Ceremony

INTERACT MAGAZINE London, UK APR 2012 - JUN 2012
Internship graphic designer/ Journalism.

PERSONAL INTEREST Graphic Design, New Trends, music, reviews, new technologies, live music, Haruki Murakami, traveling, photography, guitar making, Formula 1, hiking, rock climbing, skiing, basketball and jogging.

REFERENCES Available on request