

antonio furione

email marketing manager

furione.com | 07598056893

hello@furione.com

## profile

A committed and enthusiastic Email Marketing Manager specialising in digital and brand management. Fully conversant in channel metrics and analytics, my goal to develop and recommend new email marketing strategies and communication streams with personalised email messaging based on marketing data to more effectively align company objectives with audience needs.

I am passionate about design, branding, digital and creating compelling user experiences that map to business objectives and results. I would like to provide memorable online experiences, focusing on presenting content in an enjoyable, creative and accessible way.

I am highly motivated conceptual thinker with a proven track record of designing innovative business, marketing, and technology solutions.

## software

Dotmailer

Campaign Monitor

Dreamweaver

InDesign

Mailchimp

Exact Target

Photoshop

Wordpress

## skills

Digital Marketing Strategy

Branding

UI/ UX Design

Html/Css

W3C

Search Engine Optimisation

Cross browser compatibility

## experience

**EMAIL MARKETING MANAGER**, Knight Frank

AUG 2014 - CURRENT

### KEY ACHIEVEMENT:

- [ Implemented new reporting process to track and report on full email performance.
- [ CTOR increased by 214% in 3 years, now stable at 20% over 3.5M emails and 4K campaigns sent a year.
- [ Unsubscribe rate decreased by 20% in 3 years
- [ Open rate stable at 48%

- Managed email marketing for all the business across 38 accounts nationally and internationally.
- Development and testing modular responsive email templates for company wide use.
- Oversaw team of 250 users having access to Dotmailer daily, sending over 3.5million campaigns/year keeping alive a 500k UK contact database.
- Migration from Exact -Target to Dotmailer
- Provided strategic support and guidance to marketing managers and business partners regarding email marketing strategy and initiatives.
- Carrying out and advising on A/B tests across email campaigns to optimise engagement and reporting on performance for future learnings.
- Coordinating and leading national email marketing training sessions with subsequent weekly meetings.
- Advising regional business development teams on the creation of targeted email marketing audience lists.
- Creating and maintaining best practice guides for our email marketing system, and delivering corporate digital strategies, in-line with business growth objectives and team capabilities.
- Providing the company with detailed monthly reporting using Google Analytics and email insights to shape the email strategy and set company benchmarks.
- Researched emerging technologies and new trends in email marketing in order to maximise effectiveness of strategies and tactics.
- Assisting in the development and distribution of company's internal newsletter.
- Leading the effort on the company's email marketing database clean up and working towards key GDPR benchmarks through monthly regional reports and training sessions.

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

JUL 2013 - MAY 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 [FTC]

OCT 2012 - MAY 2013

- 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**, Giambrone Law

AUG 2010 - OCT 2012

KEY ACHIEVEMENT:

- [ 5x Traffic/enquiries in 3m period in comparison to previous years.
- [ +20% Traffic increase generated from Social Media
- [ Designed and coded the entire new php main website.

- 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
  - Developed new marketing strategies for the UK and Italian markets Managed ads campaigns across Google and access data
- PRINT:**
- Designed corporate collateral, including services brochures in different languages, reports, annuals, newsletters and company business cards

## education

**MASTER IN MUSIC JOURNALISM AND MEDIA**, CPM Music Institute, Milan, IT

2005 - 2006

**MA DEGREE IN DAMS**: Disciplines of the Arts, Music and Entertainment, Turin University, Turin, IT

2000 - 2004

## others

**OLYMPIC GAMES, LONDON 2012**, Volunteer for the Olympic Opening Ceremony

NOV 2011 - JUL 2012

**INTERACT MAGAZINE** Internship graphic designer/ Journalism

APR 2012 - JUN 2012

## personal interest

Gym, Graphic design, new trends, wood carving, music reviews, new technologies, live music, Haruki Murakami, traveling, photography, guitar making, Formula 1, hiking, skiing, basketball and jogging.

## references

Available upon request