

Antonio Furione

Email Marketing & CRM Manager

Strategy, Design and Automation

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Professional Summary

Email Marketing Manager with 15+ years' experience delivering lifecycle, CRM, and retention programmes across B2B and B2C environments. Specialist in campaign architecture, deliverability, data-led segmentation, and modular HTML systems, achieving a **44% uplift in click-to-open rates** and consistent **30% open rates**. Proven results with Knight Frank, Salesforce, and Diligent. Seeking a permanent hybrid role in London. Indefinite Leave to Remain (UK). Unrestricted right to work.

Core Skills

- Email Strategy & Lifecycle Programmes
- Campaign Architecture & Automation
- Data Segmentation & Personalisation
- GDPR & Compliance
- CRM & Retention Optimisation
- Modular HTML & Responsive Email Design
- Deliverability & List Hygiene
- A/B & Multivariate Testing [AI-Driven]
- Reporting & Performance Analysis
- Stakeholder & Project Management

Platforms

- Iterable
- Dotdigital
- Exact Target
- Mailchimp
- Marketo
- Campaign Monitor
- Zoho
- Beefree
- Litmus
- MJML

Sectors

- Technology [SaaS]
- E-commerce
- Finance & Legal
- Real Estate
- Retail / Home Furn
- Media & Publishing
- Advertising
- Healthcare / Recruit
- Consulting

Selected Achievements

- Increased opt-in rate by 12% in 3 months, driving 15% sales uplift via journey optimisation.
- Raised CTOR from 12% to 26.8% in one month by implementing new modular templates.
- Reduced bounce and unsubscribe rates by up to 18% through improved list hygiene.
- Trained 250+ staff on CRM best practices, improving deployment efficiency by 25%.
- Managed multi-market campaigns for up to 38 B2B/B2C accounts.
- Transitioned to a modular email system in 3 months, boosting output speed by 25% while maintaining campaigns across 5 markets.

Professional Experience

Email Marketing Consultant ▪ **Freelance** ▪ London, UK Dec 2024 - Present

- Developing targeted email marketing strategies for various clients, piloting AI-enhanced automation and advanced segmentation to drive measurable conversion rates.

Email Marketing Consultant, [contract] ▪ **Newcross Healthcare** ▪ London, UK Jul 2024 - Nov 2024

- Rebuilt HTML templates in Figma using a modular system to accelerate output and facilitate easier localisation.
- Increased open and click rates by 22% by leveraging targeted content and AI-driven A/B testing.
- Optimised customer data in Zoho to enhance automation, compliance, and list hygiene.

Email Marketing Manager ▪ **Lenstore** ▪ London May 2022 - May 2024

- Planned and executed retention campaigns across 5 EU markets, building automated journeys and optimising workflows.
- Boosted email opt-in rates by 12% in 3 months, resulting in a 15% sales uplift.
- Achieved a 30% open rate through refined multivariate testing of send times and messaging.
- Reduced bounces by 18% and unsubscribes by 12% through improved list hygiene.

Email Marketing Consultant ▪ [contract] ▪ **Salesforce** ▪ London, UK Aug 2020 - May 2021

- Developed EMEA-wide Account-Based Marketing (ABM) best practice guides and nurture templates.
- Optimised digital experiences across nurture journeys to improve campaign efficiency and quality.

Global Email Marketing Manager ▪ [contract] ▪ **Diligent** ▪ London, UK Oct 2019 - Mar 2020

- Raised CTOR from 12% to 27% within the first month by deploying new modular templates.
- Designed workflows and retention strategies for six distinct brands across multiple markets.
- Introduced reporting standards to measure the specific contribution of email campaigns to customer retention.

Email Marketing Manager ▪ **Knight Frank** ▪ London, UK Aug 2014 - Mar 2019

- Led the migration of a 5M-record database from ExactTarget to Dotdigital, improving overall efficiency by 30%.
- Managed 38 B2B/B2C accounts, delivering responsive templates and comprehensive performance reports.
- Trained 250+ staff on CRM best practices, resulting in a 25% increase in deployment speed.
- Conducted A/B testing that improved open rates by 20% and CTR by 22%.

Additional Work History

Digital Marketing, Design, and Sales | Various ▪ London, UK / Turin, IT 2003 - 2015

- Roles included Digital Marketing Executive at BCSC, SOE, GCC, and Giambrone Law.
- Freelance journalism, graphic design, and web design for L'Isola magazine.
- Early career experience in retail and sales at IKEA.

Education, Certifications and Languages

- BA, Music and Digital Media ▪ [University of Turin](#) Turin, IT
- MA, Music Journalism ▪ [CPM Music Institute](#) Milan, IT
- The Fundamentals of Digital Marketing ▪ [Google](#) Online
- Mailchimp Foundations Certification ▪ [Mailchimp](#) Online
- **Languages:** English (Fluent Professional), Italian (Native)

References available upon request.