

Antonio Furione

Email Marketing Manager

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Results-driven Email Marketing Manager with a proven track record of optimising campaigns for maximum impact. Proficient in crafting compelling content, implementing audience segmentation, and leveraging A/B testing to refine strategies. Experienced in end-to-end campaign management, successfully overseeing projects from concept to execution. Skilled at extracting actionable insights from analytics. A collaborative and forward-thinking professional, committed to driving your brand's email marketing success with creativity and strategic precision.

CRM skills

Iterable, Dotmailer, Dotdigital, Exact Target, Mailchimp, Marketo, Campaign Monitor

Email skills

Email marketing, Automation, Copywriting, Audience segmentation, Data-driven content implementation, A/B & MV testing, Email design, Responsive templates creation, PSD to HTML & CSS, Handlebars, Dark mode, Email security, Best practices, Workflow builds & management, Day-to-day execution, Training & development, Spam filters, List building, Lead generation, Lifecycle nurture, Data analysis & reporting, Data privacy & protection, Compliance regulations, Campaign management, Optimisation, Email deliverability, Preference management

Industries

B2B, B2C, E-commerce, Finance, Healthcare Real Estate, Optical, Publication, Advertising

Relevant work experience

Lenstore
05.22 |

Email Marketing Specialist, London, UK

- Oversaw end-to-end management of email campaigns, covering concept, design, build, testing, launch, analysis, and optimisation.
- Successfully implemented and monitored automated retention journeys (welcome, reminders, cart, win back), resulting in a 25% increase in email engagement.
- Planned, developed, and executed targeted email campaigns across 5 EU markets, leading to 15% increase in conversion rates.
- Conducted regular data analysis to identify customer trends, preferences, and upselling opportunities.
- Collaborated with cross-functional teams to align CRM strategies with overall business objectives.
- Managed and maintained the CRM database, ensuring precision and comprehensiveness of customer data, and conducted training sessions to enhance CRM system utilisation and improve data entry accuracy.

Salesforce
08.20 | 04.22

Email Marketing Consultant, London, UK

- Documented and implemented ABM best practice guide for marketing team, enabling best practices across EMEA. This led to accelerated nurture processes while maintaining high-quality standards.
- Designed and developed ABM templates and provided reports on email performance.

Diligent
10.19 | 06.20

Email Marketing Manager, London, UK

- Improved open rates to 29% and developed an omni-channel content strategy, and provided email performance reports.
- Coded and implemented new templates, workflows and strategies.
- Analysed and optimised results across multiple countries.
- Revamped email programs, executed campaigns in 5 EU markets, and expanded retention journeys.

Tech skills

Adobe CC (Photoshop, Indesign, Illustrator), Html/CSS, Figma, Template Design, Branding, PHP, Wordpress, Cpanel, Analytics

Marketing skills

Customer Retention, Audit, Digital Strategy, Web Development
UX & UI, Publications, Logo Design, Branding, Banner/Ads Design

Education

Master's Music journalism, 05
MA in Digital media, 04

Certifications

Fundamentals of Digital Marketing. Google, 22

Volunteering

London 2012, Olympic Ceremony cast, 11 | 12
Interact Magazine
Editorial design, 12 | 13

Languages

Italian, native
English, professional

Various roles
07.19 | 10.19

Freelancing, London, UK

- Helped to identify opportunities for leveraging technology to improve experience and manage implementation, with a particular focus on how to leverage emerging communication channels.

Knight Frank
08.14 | 03.19

Email Marketing Manager, London, UK

- Successfully migrated the database from Exact Target to Dotmailer
- Oversaw email marketing for 38 national and international in B2B and B2C accounts.
- Developed responsive email templates, managed design, segmentation, deployment planning, testing, and KPI reporting.
- Trained and supervised a team of 250 Dotmailer users, offering strategic assistance and maintaining best practice guidelines.
- Developed corporate digital strategies aligned with business growth goals, researching emerging technologies and email trends.
- Directed email marketing strategies, managed budgets, segmented lists, executed client campaigns, and ensured brand uniformity from November 2015 to March 2019.
- Conducted A/B and MVT testing, analysed campaign performance, and regularly updated clients on progress and results.

Previous experience

05.14 07.14	Digital Marketing Executive, BCSC	London, UK
06.13 05.14	Digital Marketing Executive, SOE	London, UK
10.12 05.13	Digital Marketing Executive, Global Career Company	London, UK
08.10 10.12	Digital Marketing Executive, Giambrone Law	London, UK
05.08 08.10	Lead Graphic Designer, L'Isola	Milan, IT
08.03 02.08	Sales Assistant, IKEA	Turin, IT