

Antonio Furione

Email Marketing Manager

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Committed and enthusiastic Email Marketing Manager with more than ten years of experience, specialising in digital and brand management and innovative solutions always based on analysis and metrics.

relevant work experience

Email Marketing Consultant

Salesforce, FTC 08/2020 - 04/2021

- Analysed and pioneered new digital experiences.
- Successful best practice enablement across EMEA.
- Speed up Nurture processes keeping high quality standards levels.

Email Marketing Manager

Diligent Board, FTC 10/2019 - 03/2020

- CTOR raised from 12% to 26.8% in the first month of deployment of new templates.
- Redesigned and re coded each template as responsive, maximising the usability.
- Improved engagement rate by creating a new customer experience based on segments.

Email Marketing Manager

Knight Frank 08/2014 - 03/2019

- Implemented a new reporting process to track and report on full email performance.
- CTOR increased by 214% in 3 years, 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%
- Developed and tested modular responsive email templates across 38 accounts nationally and internationally, B2B and B2C. (Residential and Commercial)
- Trained and oversaw a team of 250 Dotmailer's users, and provided strategic support and guidance to marketing managers and business partners
- Successfully migrated the entire database from Exact Target to Dotmailer
- Optimised by 50% engagement
- Coordinating and leading national email marketing training sessions
- Keeper of best practice guides and brand guidelines

ESP and marketing skills

dotdigital / dotmailer marketo mailchimp

campaign monitor exact target

digital marketing strategy leadership

stakeholder management training

workshop and presentations A/B testing

adobe creative suite template design

gdpr marketing automation B2B & B2C

demand generation SMTPs html / css

nurture programs segmentation CRM

copywriting branding

voluntary experience

London 2012 11/2011 - 07/2012
Interact Magazine 04/2012 - 06/2012

education

Master in music journalism and media 05/06
MA Degrees in DAMS, UNITO, Turin, IT 00/04

languages

English, Italian

personal interests

New technologies, music, formula 1, traveling, guitar making, hiking, wood carving, music reviews, live music, Haruki Murakami, landscape photography, skiing.