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Portfolio: <https://www.fionatorreno.com/>
Location: Open to remote (EU & UK) and hybrid roles (Greater London, Oxfordshire, Reading, Bristol)
Right to work: EEA citizen with dual UK citizenship

PROFESSIONAL PROFILE

I am a passionate and organised digital expert specialising in E-commerce, Retention, CRM, Website and Conversion Optimisations. With international experience and strong leadership skills, I have a proven track record of delivering results across industries ranging from FMCG and luxury to investment management.

I have led end-to-end campaigns that drive growth, strengthen client relationships, and improve retention. My experience in optimising customer journeys, email campaigns, and workflows, along with my ability to collaborate effectively with cross-functional teams, has equipped me with transferable strengths in data analysis, project management, and strategic execution.

For example:

I managed and coordinated the end-to-end launch of a new website in just six months, integrating CRO experiments that contributed to 60% (\$900K) of the business revenue in three months.

I also led a CRM team of five to implement email strategies, segmentation, and automations, resulting in a 30% revenue increase within six months.

CORE SKILLS

- Website launch & Content Optimisations - CRM & Lifecycle campaigns - Automations, Email & SMS channels - Segmentation Strategies - E-commerce Conversion	- A/B testing & Personalisation Experiments - Retention & Loyalty - International Trading & Multilingual strategies - Analytics & Reports - Project Management	- Cross functional Relationship (compliance, legal, product etc.) - Highly Organised - Team Management & Leadership - Creativity - Retail Experience
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CAREER HIGHLIGHTS - CRM, RETENTION, LOYALTY, LIFECYCLE CAMPAIGNS

Global Retention Manager US, UK (Freelance to Permanent) at Unilever Prestige for REN SKINCARE | London (April 2023 - June 2025):
Industry: FMCG - Skincare
Key projects:

- Defining CRM and retention strategies across channels with a focus on the Email channel
- Revamping Email & SMS templates (content, design, frequency) per markets and targeted segments
- Increasing the Email channel traffic and revenue with content and segmentation strategies , from 4% to 11% (traffic) and 12% to 18% (revenue)
- Collaboratively launching retention initiatives to increase customer engagement, repeated purchases and LTV (e.g: product recommendations, website pages redesign, personalised promotions, custom landing pages, customer service opportunities, surveys etc.)
- Coordinating and guiding lead generation initiatives during events and product launches to grow consumer and customer databases
- Managing the loyalty and referral programs
- Creating new Google Analytics dashboards and performance reports to identify and monitor KPIs over time
- Implementing new processes to support effective collaboration between teams (e.g: briefing templates, project management boards, legal content recommendations, dashboards, record of best practices etc.)
- Managing 1 CRM executive.

CRM Team Manager, EMEA (Maternity Cover) at Deckers for HOKA, UGG, TEVA | London (February 2021 - April 2022):
Industry: Footwear, apparel and accessories
Key projects:

- Setting up the Email Channel strategy for 3 brands across EMEA (54 markets) with a focus on UK, DE and FR
- Elevating from 14% to 25% the average revenue driven by the Email channel with steady growth QoQ across all brands and core markets
- Implementing omnichannel CRM and retention initiatives to drive consumer engagement, reduce churn and increase NPS (e.g: with automations and CRO experiments based on audience type, localisation etc)
- Creating RFM, Psychographic and Behavioural segmentation strategies to support LTV
- Increasing the marketing list by up to +130% YoY through omnichannel acquisition initiatives (eg: events, competitions, onsite a/b testing, sign-up in stores etc)
- Assisting the US Global team with the launch of the EMEA loyalty program for UGG and future referral programs
- Producing Google Analytics dashboards, reports and defining KPI
- Managing a team of 5 CRM executives.

Multiple experiences as CRM consultant at Made.com (Home furnishing) Unilever (FMCG) Ivy & Caprice Holdings (Luxury Hospitality) and Richemont for Dunhill (Luxury Goods) | London

CAREER HIGHLIGHTS - WEBSITE OPTIMISATIONS, SEO, CONTENT, E-COMMERCE, DIGITAL MARKETING

Ecommerce, CRO & CRM Manager, USA at De Beers for LIGHTBOX JEWELLERY | London (January 2018 - October 2020):

Industry: Lab-Grown diamonds

Key projects:

- Managing and launching in 6 months the launch of the new e-commerce site, generating \$1.5M after 3 month of trading
- Increasing conversion and engagement through ongoing CRO experiments and UX redesign (accounting for up to 60% of overall revenue in the first year and a decreasing drop-off at the checkout by -23% YoY)
- Setting up a new CRM platform and Email channel strategy (accounting for 20% of overall e-commerce revenue within 3 months)
- Generating leads through acquisition campaigns across multiple channels (+42% marketing contacts YoY)
- Preparing new loyalty program proposition and SMS automations
- Introducing E-commerce reports, defining KPI and communicating on analytical results
- Managing 1 E-commerce assistant, 1 designer and 3 third party agencies (martech, design and web development).

Digital Marketing Manager EMEA, US, Asia (Permanent) at Janus Henderson Investors | London (2014):

Industry: Assets Management Services

Key projects:

- Supported the production and distribution of newsletters and email channel performance aligned with FCA and GDPR requirements
- Managed website content (improving clarity, accessibility, copywriting, document available for investors)
- Worked closely with marketing, compliance, and product teams to launch campaigns and produce marketing materials about funds.
- Led PPC ads, monitoring performance and aligning messaging with regulatory guidelines

Website Personalisations & Content Manager, FR, IT, ES at Zalando | Paris and Berlin (January 2012 - May 2014):

Industry: Fashion and lifestyle

Key projects:

- Defining the onsite content strategy (accounting for 20% of the overall revenue)
- Launching personalised behavioural content targeting (generating +30% sales WoW)
- Supervising and creating onsite campaigns for Southern countries (ES, FR, IT) aligned with the Global DE strategy
- Coordinating and launching online shop-in-shop for premium brands (e.g.: Ralph Lauren, Tommy Hilfiger...)
- Managing 1 direct executive and coordinating the workload of 6 executives.

Digital Marketing Assistant (Contract) at Sicavonline | Paris (2008)

Industry: Asset Management Services

Key projects:

- Supported website development through coding and content updates
- Created landing pages, copywriting and multilingual site translations
- Uploaded and maintained financial content with accuracy standards, ensuring compliance with financial communication regulations
- Worked closely with marketing and product teams to optimise site navigation and customer experience.

EDUCATION & CERTIFICATIONS

Diplomas:

- Business School: Master's Degree II of Marketing Strategy and Business Management
- Business School: Bachelor's and Master's Degree I of Product Manager for Fashion and Luxury Enterprise
- University Diploma of Business and Tax Law
- A Level
- Vocational Diploma in Accounting.

Certifications & Courses: Google Analytics 4 (in progress), Graded Examination in spoken English, Google Optimize, Google Marketing Fundamentals, Advanced Google Analytics (UA). Conflict Management, First Impression, Stress Management, Communication Styles, German language Level 1.

OTHER

Languages: French (Native) English (Fluent) Spanish (Fluent) Italian (Fluent with moderate speaking).

Digital Tools: Asana, Atreemo, Bronto, Double-Click for Publisher, Demandware, Google Analytics, Google Adwords, Google Optimize, Jira, Klaviyo, LoyaltyLions, Microsoft Office Suite, Monday.com, Magento, Salesforce MarketingCloud, Shopify, Similar Web, Hotjar, Responsys, Tableau, Yotpo.

Computer skills: Typing, HTML basics, Mac and PC literate.

Travels: 2 years in Germany (Work) 8 month in Australia (WHV) 3 weeks in Thailand (Backpacking) Austria, Belgium, Canada, Czech Republic, Denmark, England, France, Hungary, Ireland, Italy, Norway, Netherlands, Portugal, Spain, Sweden, Switzerland, Scotland, USA (Holidays).

Interests: Photography, Brutalist Architecture, Art exhibitions, Antiques, History, Reading, Climbing, Cycling, Pilates, Running, Swimming, Fencing, Meditation, Ongoing education and professional skills enhancement.

Volunteering: Website Manager at CPRE, the countryside charity (Nov.21 to Sept.22). Gardening at Dalston Curve Community Garden (Summer 2021).