EDUCATION

Marketing Management BSc
University of Brighton
GPA 3.5/4
2008 - 2012

CERTIFICATIONS

Inbound Marketing Optimization - Hubspot

Digital Advertising - Hubspot

Social Media Marketing - Hubspot

Marketing Cloud - Salesforce trailhead

Google Analytics - Google SkillShop

EMAIL MARKETING SKILLS

HTML & CSS - Daily use at work

MAILCHIMP - Expert

SENDGRID - Expert

HUBSPOT - Expert

ACTIVE CAMPAIGN - Expert

INTERCOM - Expert

CHEETA - Expert

SALESMANGO - Working knowledge

SALESFORCE - Working knowledge

AWS SES - Working knowledge

ANALYTICAL SKILLS

Skill	Rating
Google Analytics	●●●○○○
A/B Testing	●●●○○○
Looker & Power BI	●●●●●○
SQL	●●●●○○
MongoDB QL	●●●○○○

MORE ABOUT ME

Visit the following QR code to find out more about my career, projects and what I am passionate about.

DIANNE LANE

Email Marketing & Automation Specialist

✉ hello@cvonline.me   📞 +44 209 321-1045   📍 Brighton

EXECUTIVE SUMMARY

I am an enthusiastic email marketing specialist with over 8 years' experience designing and launching successful email campaigns for consumer brands in the retail and travel industry. I am passionate about creating email marketing campaigns and sales funnels, driving consumer engagement and business growth. As a self-starter, email marketing strategist, I excel at both, data analysis and segmentation processes, as well as the creative process of building first class email materials and copies.

In adition to many email marketing and automation software I am proficient with SQL, Adobe Photoshop, Adobe Illustrator and Figma.

WORK EXPERIENCE

EMAIL MARKETING SPECIALIST   05/2018 - present
Hotelstays.com
Hotelstays is an OTA specialized in affordable vacation packages. As an email marketing specialist I administer a multilingual database of over 1.5 Million users located mostly in Europe and North America, and I am responsible for:

- Designing seamlessly email communications including copies and designs
- Segmenting the data base for one-off email blasts of email chains using advanced SQL queries
- Launching one-off campaigns targeted by interest once a week
- Designing and performing multivariant A/B tests with email subjects, creativities and landing pages.
- Managing user email preferences and working on reactivation
- Adapting email communications to legislative changes such as GDPR
- Along with the automation team, strategically designing email communications that take part in the traveler's journey
- Participating and sporadically leading customer journey design discussions

After 2 years at Hotelstays.com, our users' booking recurrence has increased by 18%, as a direct consequence of implementing automated email campaigns, increasing the frequency while making sure we stayed relevant and better segmenting our e-blast emails.

LET IT FLOW MARKETING AGENCY   01/2014 - 05/2018
Marketing Specialist
With a client base of more than 30 top-tier retail consumer brands in the UK, Let it Flow Marketing Agency provides clients with a vast array of digital marketing services. As a marketing specialist I designed and oversaw marketing efforts across different channels for two P&G brands with budgets over $1M:

- Designed and launched email marketing campaigns using mailchimp and ActiveCampaign
- Assisted paid social and paid search teams with campaign creation and campaign management. Specifically I created campaigns on Facebook Ads, Google Ads, Display Ads and Youtube Ads and oversaw their performance.
- Created marketing materials and copies for email and social media communications
- Used Google and Adobe Analytic suites to generate campaign performance reports
- Coordinated inbound marketing campaigns for one of the brands, resulting in +200K new organic users per month

LET IT FLOW MARKETING AGENCY   07/2013 - 01/2014
Marketing intern
- Participated in client briefings and assessed the marketing team on campaign and budget distribution.
- Created copies and prepared digital assets for paid and organic social media campaigns
- Designed and launched the London's office weekly internal newsletter