

MARCUS JENNY

DIGITAL MARKETING

Summary

A Digital Marketing professional with more than 6 years of experience in different areas of Campaigns and Strategy, Conversion optimization, SEO specialist, PPC executive/specialist, Social media expert, Email marketing, Mobile Marketing, Data Analysis and Content Marketing.

Experience

Digital Marketing Specialist

Amazon - London, UK *Oct 2017 - Present*

Focus on supporting Amazon sellers regarding Digital Marketing with traffic generation, conversions and sales:

- Guiding the sellers to optimize product details for search.
- Work to Continually Improving the local seller performance.
- Increased sales by 20% YoY by monitoring and optimizing all Amazon Marketing activities.
- Increased on average 5% in conversion rate by optimizing the UX on product pages and landing pages of the e-Commerce application.
- Setting up, monitoring and evaluating 3 (average per quarter) local Digital Marketing campaigns in collaboration with an external agency.

Digital Marketing Manager

Morrisons - London, UK *Jul 2016 - Sep 2017*

Focus on stimulating online sales & marketing for Norton in the Benelux and Nordics and responsible for converting traffic on our partner websites to sales for Norton:

- Launched the first social campaign with a retail partner.
- Collaborated with 3 Field Marketing Specialist to ensure an excellent CX in store and online
- Analyze marketing data and develop insights with the aim of identifying business needs and new opportunities

Projects

2015 Black Friday Marketing

Digital Marketing Manager *Jan 2015 - Present*

Responsible for creating, managing and expanding the presence of

Education

Master's in Business Administration [Marketing]

University of West London *Sep 2014 - Mar 2016*

Bachelor's in Business Administration

London School of Business and Finance *Sep 2010 - Aug 2014*

Contact

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Skills

- Google Analytics & Adobe
- Project Management
- Digital Marketing
- Advise Marketing teams
- Social Media Marketing
- Email Marketing
- Search Engine Optimization (SEO)
- Mobile Marketing

Language

English



French



Italian



Chinese



Awards

2019 Most Valuable Player Award

Amazon *2019-09-19*

Reference

Will be produced on request