

# 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