

Marion Phillips

Acquisition Manager at Evaneos.com

France | Online Media

Aimia Inc. OMD International Diffiniti (now iProspect)

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500 +

https://fr linkedin.com/in/marionphillips

Background



Summary

Online marketing professional with more than seven years experience in the digital industry, with a strong expertise in CRM, campaign management and multiplatform conversion optimisation.

I have strong analytical and numerical skills. I am not afraid of data and enjoy digging into stats and web analytics to understand success mechanics and optimise revenue sources.

I have demonstrated significant success increasing traffic levels (digital campaigns, PPC, SEO, retargeting and affilitate marketing and email) and user acquisition with a strong ROI focus. I also have a strong experience in CRM and customer retention (email campaigns, web optimisation). My work has covered all platforms (web, mobile and tablet).



Experience

Acquisition Manager

Evaneos.com

April 2015 - Present (10 months) I Paris Area, France



 Λ IMI Λ

Lead generation and member acquisition through emails, display campaign, retargeting, adwords, RTB, etc

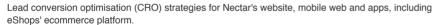
Campaign optimisation and day to day commercial relationship with partners.

Conversion optimisation (landing page, forms, user experience...).

Digital Optimisation Manager, Nectar

Aimia Inc

March 2014 - April 2015 (1 year 2 months) | London, United Kingdom



Through monitoring web analytics, user research and surveys and running regular rounds of testing (ABn and MVT) I determine which areas of the site/mobile site/app should be improved I then work with the designer, the UX expert, the developer team, and sometimes third parties (Optimizely, Maxymiser) to test and create improved version(s) of the page and the user journey.

I have improved conversion on our ecommerce site by rethinking our retailer pages and key click-out points and reduced bounce and drop off by providing a different journey to new visitors Vs returning.

I have also led some complex testing including email data capture and re retention of our base.

Optimizely auisition and

 Λ IMI Λ

▼ 1 recommendation



Emma Power

Senior Product Owner - Mr Porter at THE NET-A-PORTER GROUP

Marion is a professional and proactive employee. She has a real passion and skill for digital optimisation and has driven the uptake of it throughout the wider business showing great tangible results. She is both a great leader as well as a team... View

Product Manager, Nectar eShops

Aimia Inc

March 2013 - March 2014 (1 year 1 month) I London, United Kingdom

My current role within Nectar eShops is covering four areas:

- eShops web redesign and conversion optimisation: Leading a redesign project and ongoing MVT and A/B/n tests to improve conversion on our key pages on eShops.





(D)

















Ariun Dasharathi 1st Manager - India at Amaris



This person knows 1 or more people who can introduce you to Marion



Marion 3rd Send Marion InMail

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People Also Viewed



Anaïs Schneider

Directrice Marketing - Communication chez Evaneos



Nicolas Lenclud

Responsable Acquisition chez Evaneos



Eric La Bonnardiere

CEO, Evaneos



Gabriela Medina Fossati Responsable Marketing et

Communication Evaneos.es



Thibault Monnoyeur

VP International Evaneos



Yvan Wibaux

Founder Evaneos



Sarah Quatela

Country Manager Italy @Evaneos.it



Eva Piel Area Manager at Evaneos

Emilie Saüt Aninat CRM Manager

Web personalisation: creating of a separate user journey for new visitors

- Marketing for Toolbar: leading our marketing and CRM strategy for our toolbar product: marketing strategy, building email segmentation, measuring KPIs and covering all areas of marketing (online, DM)
- PPC, SEO and retargeting: managing the search and retargeting (Criteo) agencies and leading search strategies across the department with a strong focus on ROI
- Mobile and tablet: looking after the development of the new mobile app as well as a brand new tablet app
 - ▼ 1 recommendation



Dominic Francis Passionate UX Specialist

When I work with someone I hope that there will be friendly banter between us. I also hope that at the end of the day to produce great design work with someone. Working with Marion I was able to achieve both. Marion continually takes an evidence... View

Product Manager, Nectar Daily Deals

Aimia Inc



March 2012 - March 2013 (1 year 1 month) | London, United Kingdom

Part of the project team from proof of concept, RFP stage and testing phase until product launch in July 2012.

After this I took overall responsibility for the day to day management of the product, delivering to campaign and business KPIs: acquisition, conversion, transaction frequency, AOV, churn...

- Briefing in and executing Nectar Daily Deals campaigns across email, print, online, mobile and social media
- Liaising with our external supplier as well as agencies: Creative agency, ESP, Search agency.
- Led a strong and successful acquisition strategy driving more than 300k subscriptions in 6 months
- Initiated an email re-design of our daily newsletter to include some responsive design (a first for the company) which had a very positive impact on click rate (+67% CTR and +47% traffic driven from the newsletter) and mobile conversions.
- Website optimisation, MVT, with extensive use of Google Analytics (Advanced segments, conversion paths).
 - ▼ 1 recommendation



Raymond O'Sullivan

Group Account Director at Creation

Honest and perfectly articulate of her expectations, Marion trusted her agencies to deliver and engaged them as a key support and strategy partner at the right times. Marion was imperative to the success of Nectar's digital direction at a very... View

Senior eCommerce executive at Nectar

Aimia Inc



September 2009 - March 2012 (2 years 7 months) I London, United Kingdom

In charge of the e-commerce operations team.

Liaising with developers, IT partnerships and commercial services team to ensure support is given to the operations team within ecommerce. Initiating operational projects and acting as the business representative in complex operational projects.

Liaising with the call centre and affiliate networks to ensure they respond to the agreed SLAs.

The role also involves producing operational and financial reports and providing analysis on performance to feed back to the team and senior management, and aid strategic decision making. I have been producing competitor research, campaign analysis and case studies to support our partnership manager and to present to the wider team.

I provide weekly insights and ad-hoc reports along with recommendations to optimise our ecommerce activity on the website, emails, and social media.

Working on eShops for those two years (including previous role) added Affiliate Marketing to my specialities as a digital marketing professional.

This role was also the occasion to develop my management skills (managing a permanent employee and two contractors).

As an eCommerce exec from September 2009 to December 2010:

Initially working on the Comparison Shopping Engine, my role evolved to support more areas within the Nectar ecommerce team.

Responsible for retailer/intermediary launches, database set up and maintenance, as well as content update on the website.

Occasionally building the weekly eShops email, sent to a base of 400k collectors.

I was also responsible for weekly and monthly commission reports, sent to the wider team and senior management.

▼ 1 recommendation



Eric BENAZECH

May 2008 - August 2009 (1 year 4 months)

VP EMEA Development I Mobile Payment & Digital Wallet Solutions at Mastercard

I had the opportunity to collaborate with Marion when I was in charge of Aimia International business development across EMEA. She is an individual who offers excellent knowledge of digital marketing and optimisation, has great commercial awareness... View

Digital executive

OMD International

Omnicom/MediaGroup,UK





Aurélie Croiziers de Lacvivier Responsable Communication chez Evaneos.com

In Common with Marion



People Similar to Marion



Nicolas Lenclud 2nd

Responsable Acquisition chez Evaneos Connect



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Clients: Sony Consumer Electronics, Sony Business (Europe)

Marketing and media strategy at a European level, coordination of the local teams with reporting and recommendations made to Sony Europe.

Relationship management with the client, media owners, creative agencies and the OMD network in

Campaign management, including setting up the tracking of the activity, monitoring closely the evolution of the different element of the campaign thanks to analysis of campaign performance and Omniture data (weekly client reporting)

This resulted in constant optimisation and recommendations on landing pages and site elements based on bounce rate, user path and interaction data in order to maximise the audience and the conversion.

SEO Consultant

Diffiniti (now iProspect)

September 2007 - May 2008 (9 months)

Clients: Sky, Dell, Ladbrokes, Norwich Union, RAC, Betfair, Autotrader

Providing recommendations for content development, SEO enhancement, and general usability improvements based on insights drawn from site analytics (e.g. google analytics), and site audits.

Developing and managing creative campaigns for clients to promote their services and products through Social Media, Video Optimisation, Online PR, Viral Marketing and other digital channels.

Benchmark and market research: Competitors' site analysis and online presence in comparison to client's.

▼ 2 recommendations



Mee Wennman

Product Director -Vacation Products at e





Adam Phillips

Business Data Analyst at Lokad

is excellent, She is able to pick up new tasks quickly to produce the... View

Search assistant

Diffiniti (now iProspect)

March 2007 - May 2008 (1 year 3 months)

Clients: Sky, Dell, Ladbrokes, Norwich Union, RAC, Betfair, Autotrader

Providing recommendations for content development, SEO enhancement, and general usability improvements based on insights drawn from site analytics (e.g. google analytics), and site audits.

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Benchmark and market research: Competitors' site analysis and online presence in comparison to client's

▼ 1 recommendation



Nick Ellsom

Founder at Fast Thinking

Marion is an excellent employee who is extremely intelligent, flexible and reliable. She picked things up in a matter of days that others take weeks or months to pick up. I would recommend her to any employer, she is a real asset. We hired her as... View

Marketing research assistant

Carat France

CARAT

March 2006 - August 2006 (6 months)

Clients: TF1. France 2. France 3. Canal+. Extreme Sports Channel. Discovery Channel

TVMI is the Consulting branch of Carat aimed at all TV producers and channels.

My role consisted in pulling audience data from different software (Mediamétrie, the French equivalent to BARB), analysing it and preparing recommendations and presentations for the clients (Powerpoint).

I helped defining strategies based on statistics and audience data, improving the programs scheduling to raise the audience share and ensure loyalty of the customers.



Projects

eShops redesign

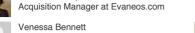
September 2013

Nectar eShops is Nectar's shopping platform, that allows users to collect Nectar points by shopping online at over 500 brands. Through research and analytics we've been redesigning the site around users' needs, increasing click throughs and user engagement.

4 team members



Marion Phillips
Acquisition Manager at Evaneos com





Arianna Cagli Product Owner - Acquisition & Self-Servi...



Dominic Francis
Passionate UX Specialist



Languages

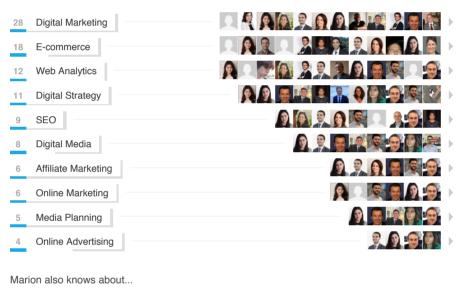
French

Spanish



Skills

Top Skills







Education

CELSA - Ecole des hautes études en sciences de l'information et de la communication

Masters, Digital media and Communication

A Graduate School within the University of Paris Sorbonne, CELSA offers degree programmes in Journalism, Communication, Marketing-Advertising, digital communication and Human Resources. It awards the following degrees: Licence, Professional Master, research Master, Doctorate, Magistere and MBA. Degree programmes are offered to students enrolled in initial and adult education.

Concordia University

Sociology & Ethnology 2004 – 2005

Université de Versailles Saint-Quentin-en-Yvelines

Licence (BA equivalent), Sociology 2002 – 2005

Economy, ethnology and sociology classes, with a focus on quantitative and qualitative methodologies, statistical studies and their application for businesses and organisations

Additional Info

Interests

Travel, sport, theatre



Organizations

Additional Organizations

Acting: Vicignols (improvisational theatre) L'entracte (traditional theatre) Addicted (TV production)

Recommendations

Received (7) ▼ Given (3)

Digital Optimisation Manager, Nectar

Aimia Inc



Emma Power

Senior Product Owner - Mr Porter at THE NET-A-PORTER GROUP

Marion is a professional and proactive employee. She has a real passion and skill for digital optimisation and has driven the uptake of it throughout the wider business showing great tangible results. She is both a great leader as well as a team player, and a brilliant asset to the team. She has a valuable mix of digital knowledge with an analytical and technical viewpoint.

September 11, 2014, Emma managed Marion at Aimia Inc

Product Manager, Nectar eShops

Aimia Inc



Dominic Francis

Passionate UX Specialist

When I work with someone I hope that there will be friendly banter between us. I also hope that at the end of the day to produce great design work with someone. Working with Marion I was able to achieve both. Marion continually takes an evidence based approach with digital solutions. When this is not available she can make well educated assumptions.

August 25, 2014, Dominic worked with Marion at Aimia Inc

Product Manager, Nectar Daily Deals

Aimia Inc



Raymond O'Sullivan

Group Account Director at Creation

Honest and perfectly articulate of her expectations, Marion trusted her agencies to deliver and engaged them as a key support and strategy partner at the right times. Marion was imperative to the success of Nectar's digital direction at a very important time when the business was undergoing a key digital transition. Ensuring a best in class digital approach was always her... more

August 26, 2014, Raymond worked with Marion at Aimia Inc

Senior eCommerce executive at Nectar

Aimia Inc



Eric BENAZECH

VP EMEA Development I Mobile Payment & Digital Wallet Solutions at Mastercard

I had the opportunity to collaborate with Marion when I was in charge of Aimia International business development across EMEA.

She is an individual who offers excellent knowledge of digital marketing and optimisation, has great commercial awareness and ebusiness acumen.

She $\bar{\rm is}$ one of those rare digital professionals combining top-notch knowledge and hands-on experience... ${\bf more}$

January 28, 2014, Eric worked directly with Marion at Aimia Inc

SEO Consultant

Diffiniti (now iProspect)



Mee Wennman

Product Director -Vacation Products at eDreams ODIGEO

Marion has done excellent work for Diffiniti. She has a very good understanding of SEO that she has used in the implementation of pan European campaigns for blue chip clients, with a focus on the French market. All the work has been delivered in a timely fashion and with a highly satisfactory quality of work.

January 7, 2008, Mee was Marion's client

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