Katarina Grantham

Email: katarinag1001@gmail.com
Phone: +34 655 975 217

EXPERIENCE

H&M, Barcelona, Spain
Test & Targeting Analyst FEBRUARY 2025 - PRESENT
- I lead testing strategy for the region across CRM, owned media, web and paid media.
- I guide decision making cross functionally to engage the maximum number of customers according to in-depth research.
- I program in Python to SQL to analyse the results of the regional testing strategy, in order to prove statistical significance in the success of hypotheses.

Customer & CRM Data Analyst SEPTEMBER 2024 - FEBRUARY 2025
- I analyze CRM data to identify customer behavior trends and opportunities for enhanced engagement
- I utilize SAS and SQL code to interpret large data sets, deriving actionable insights and presenting them in clear, easily presentable ways in Power BI
- I collaborate with cross-functional teams to implement and optimize CRM strategies across five regional markets
- I work closely with the planning team to drive improvements in the customer journey through data-driven insights and global frameworks
- I monitor KPIs to evaluate CRM campaign effectiveness, retention, and Customer Lifetime Value (CLV) using pre-established algorithms

GLOVO, Barcelona, Spain
CRM Lifecycle Specialist MAY 2024 – SEPTEMBER 2024
- I used SQL to pull in-depth analyses of our CRM data to support communication strategy across the lifecycle of a user
- I built and tested automated marketing communications to optimize customer uptake and drive conversion across all markets globally
- I used Braze to build customer comms journeys that allowed for the most tailored user experience possible, using liquid code to target users with optimal recommendations
- I project managed the needs of multiple external teams to optimize their needs in regard to CRM communications to best service the user
- I worked with a team of four to imagine and implement creative marketing strategies to drive incremental orders and customer adoption

SHUTTLEROCK, Remote
CRM & Data Specialist JANUARY 2023 – DECEMBER 2023
- I managed a company-wide CRM system (Hubspot) and created/maintained workflows that structured and reported on internal sales data
- I consulted on the installation of AI systems (Gong & Apollo) for improved cold outreach and sales efficiency
- I used SQL to analyze data from Snowflake and present in Tableau aiding senior management in key sales decisions

CONDE NAST, London, UK
Commercial Financial Coordinator OCTover 2019 – FEBRUARY 2022
- I independently coordinated complex multi-market billing for a team of 50, collaborating with the global commercial team and 30+ local finance teams
- I analyzed large data sets across multimarket revenue streams, providing actionable insights for senior stakeholders and global business development
- I consulted with technology specialists to install a bespoke CRM system (powered by Salesforce) for enhanced communication across all markets, brands, and channels.
- I initiated a team of 5 'Power Users' to oversee system development, including the management of all new user training
- I evaluated commercial department reporting needs, automating manual processes through dynamic, multi-user databases
- I created real-time revenue opportunity dashboards and user-friendly quarterly revenue dashboards for key clients

ON THE GO TOURS, London, UK
Operations Executive FEBRUARY 2019 – OCTOBER 2019
Operations Analyst OCTOBER 2018 – FEBRUARY 2019

NAVITAS, 张家港, China
High School English Teacher SEPTEMBER 2017 - AUGUST 2018

LANGUAGES

English Native

Mandarin B1
Russian C1
French B2
Spanish A2

SKILLS

Data Analysis & CRM Tools: SAS, SQL, Google Analytics, Power BI, Tableau

CRM & Campaign Strategy: Salesforce, HubSpot, lifecycle marketing, segmentation

Statistical Analysis: A/B testing, regression analysis, cohort analysis

Performance Tracking: KPIs, Customer Lifetime Value (CLV), retention rates

Customer Journey Optimization: Data-driven insights, personalized messaging

Collaboration & Communication: Cross-functional teamwork, stakeholder management

Problem-Solving: Identifying business opportunities, critical thinking

EDUCATION

臺大, Taiwan
Chinese Language Program
2022

University of Exeter
BA *Russian with French 2:1 (language, literature and history)*
2013 – 2017

A Levels
Maths A*
Further Maths A
French B
2010 - 2012

Cambridge CELTA
2018

120 Hour TESOL Certification
2017