

# ALIYA DAUTOVA

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Visa status: holding ILR  
(Do not require sponsorship)

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## WORK EXPERIENCE

### Tomorrow Ltd, London

Senior CRM Manager, January '22 - Present

- Developed, implemented and lead the overall email marketing strategy for all of the investment brands including A-Cold-Wall\*, Coperni, Charles Jeffrey LOVERBOY, Martine Rose, etc.
- Responsible for forecasting and delivering against the CRM annual budget. Ensured CRM met and exceeded weekly and quarterly performance target across all the brands YOY:
  - Coperni: CRM 2022 revenue £280,000 vs £36,000 budget, 778% revenue growth
  - Charles Jeffrey Loverboy: £63,600 vs £24,000 budget, 263% revenue growth
  - Colville: CRM 2022 revenue £57,000 vs £24,000 budget, 238% revenue growth
  - Martine Rose: CRM 2022 revenue £136,400 vs £17,200 budget, 793% revenue growth
- Supported with selection of the B2B CRM provider: from mapping overall tech requirements to defining infrastructure logic of the platform specific to Tomorrow Ltd operations..
- Reported on revenue generated from the channel weekly, analysed campaign performance and suggested improvements, identifying key wins and learnings and applying them across the other investment brands.
- Prepared briefs for all emails to the design and marketing teams and collaborated closely with the E-Commerce Trade Team to ensure the correct products are being pushed and the relevant promotional and trade campaigns are being featured.
- Provided forecasting and competitor reports to foster CRM innovation: presented long-term and short-term tactics, as well as disrupting ideas for campaigns to achieve growth.
- Managed Customer Care Advisor and UX/UI Designer, provided deliverable KPIs, reviewed the performance and ensured Trade Managers are actioning the improvements from weekly customer care and UX design reports.
- Actively involved in the development of the Customer Care Advisor by ensuring the collaborative engagement in putting a Customer Care Team growth strategy in place, focusing on expanding into the Live Chat, task automations and Loyalty Scheme premium service.
- Supported the Director of Retail Operations in the rollout of an in-store CRM strategy and the selection of a POS system that can integrate with our ESP/CRM system.

### The Hummingbird Bakery, London

E-Commerce & Communications Manager, July '19 - December '21

- Implemented and ensured all digital elements of the business adhere to 360 communication strategy including E-Com, CRM and digital marketing.
- Continuously liaising with a web agency to keep the website and related digital channels at the forefront of E-commerce and UX excellence and leading the website and loyalty rebuild project.
- Drive online customer acquisition and retention by identifying, testing and actioning most effective CRM solutions, including content AB testing, ESP data driven targeting and automated flows.
- Working closely with Shopify success manager to produce analysis of website conversion funnel and implement best conversion rate optimisation opportunities to achieve sustainable growth.
- Provided and actioned recommendations based on analysis of ROI and key performance metrics to optimise back- and front-end website features, email campaigns, and loyalty scheme set up.
- Responsible for building strategic partnerships with brands, corporate partners and celebrities (e.g. Baylis, RIXO, Victoria Beckham, Daisy Lowe, Anne-Marie) and driving new opportunities for brand exposure and growth online, delivering on and exceeding KPI targets.
- Maintaining design excellence and brand visual consistency as well as managing key creative projects including new website design, online product menu, window displays, etc.

### CHAOS, London

E-commerce Executive, December '17 - December '18

- Managed CHAOS b2c and b2b platforms incl. all visual and functional elements by coordinating and providing daily feedback to web developers.
- Successfully briefed in Creative Team to ensure promotional materials are available on time.

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- Co-developed and approved targeting planner per channel with an E-commerce Director.
- Effectively managed online orders and delivered reports to founders and production team.
- Successfully conducted and managed e-commerce 'backstage' set ups including stock regulation and allocation, generation of order files of personalised products, alignment of factory's print data.
- Managed customer service representative: identified common CS scenarios, created response models guidelines and provided monthly CS reports to founders and board of directors.
- Analysed trade data to create sales reports and presented to the business monthly.
- Executed digital marketing projects and managed digital elements including E-commerce Merchandising, PPC, SEO and paid social by contributing to and actioning marketing calendar.
- Created and shared regular trade and paid media performance reports as well as provided analysis around ROI and website traffic to optimise online merchandising and digital campaigns.
- Project managed, budgeted and directed Ecom photoshoots.

## **Harrods, London**

CRM Communications Assistant, June '15 - November '17

- Successfully managed Brand Mailer partnership projects: end-to-end execution of up to 6 brand mailer campaigns per month within Beauty and Fashion divisions by effectively planning and prioritising the workload as well as nurturing relationships with Brand Partners.
- Effectively drove Brand Mailer media space sales and contributed to sales target planning.
- Executed key Divisional CRM campaigns: managed Christmas Hampers throughout all stages every season and was responsible for end-to-end execution of Gifting initiatives, Food Halls and Menswear Made-To-Measure event communications, Clientelling projects, etc.
- Effectively collaborated with and coordinated internal/external teams to deliver CRM projects.
- Managed the integration of the Akkroo booking system for the Menswear event by coordinating a pool of teams. Achieved an optimised experience for the customers and administrators.
- Successfully tracked and evaluated multiple CRM campaigns and prepared various divisional and campaign performance reports, including competitor reviews.
- Managed day-to-day operational activities, such as campaign scheduling, email testing, updating post-campaign reports and developing CRM database.
- Learning and development: 'Advance Management' workshops, Retail Strategy Seminars

## **CLM BBDO, Paris**

Junior Account Executive on PepsiCo International Brands, March - September '12

- Coordinated global BBDO network (60 agencies) for the Pepsi account, established a strong working relationship with international account members, and achieved a fast and efficient flow of information and effective optimisation of the account database.
- Delivered the Mountain Dew/Dark Knight Rises cross-promotion global campaign.
- Worked on projects for other accounts such as FedEx International, Wrigley France and 1001 Fountains (NGO), which included coordinations and presentation to the clients.
- Coordinated the pool of creative agencies to deliver new Mirinda international campaign.

## **PROJECTS**

London College of Fashion (UAL) MA15 Graduate Exhibition, Feb - Mar '15, London  
SeeMe Takeover Times Square, 24 Jul '14, NYC

## **EDUCATION**

<b>2013 - 2014</b>	<b>University of the Arts London</b> - MA Design Management for the Fashion Industries: Distinction (1)
<b>2009 - 2013</b>	<b>University of Bath</b> - BSc (Hons) Business Administration (BBA): 2:1
<b>2008 - 2009</b>	<b>Bellerbys College, Brighton</b> - Foundation in Business: 88%
<b>1998 - 2008</b>	<b>School 16, Russia</b> - Certificate of Complete Secondary Education: A

## **LANGUAGE, SKILLS AND INTERESTS**

<b>Languages</b>	Native Russian speaker, fluent in English, low intermediate French
<b>IT Skills</b>	Shopify, Klaviyo, Salesforce, Responsys, Adobe Photoshop, Adobe Suit, MS Office, HTML/CSS
<b>Interests</b>	Fashion design, fashion e-commerce, tech innovations, circus arts, fencing

**REFEREES: available upon request**