



Sarah Cation

at

<https://www.linkedin.com/in/sarah-jayne-cation-218a223a>

Summary

Experience

CRM Manager at THG Ingenuity

01/03/2022

Leads a team of 3, responsible for delivering the CRM strategy (email, SMS) focused on acquisition, retention, converting prospects, driving recency, and increasing the CLTV.

Has a remit of 15+ clients in the fashion industry, spanning global clients with a presence in multiple locales, to those launching in new territories with little brand awareness.

Manages databases ranging from 0 contacts at launch to those with 900,000 contacts.

Analyses all CRM performance and presents weekly/monthly/quarterly reports to key internal and external stakeholders. Takes a data first approach to identify any opportunities to optimise campaigns, drive revenue and channel participation.

Identifies core customer groups, develops 'personas' and bespoke customer lifecycle segmentation models to target customers with relevant comms at the right time (Berghaus saw 34% of prospects convert into customers since implementation).

Lead the implementation of hyper personalised comms through rolling out CRM Profile

Builders across clients to gather preferences data. Combined this with purchase and behavioural data to increase CTOR by 56% and CVR by 20% on average across all clients.

The success of this project was acknowledged within THG Ingenuity and rolled out across Nestle and Homebase.

Develops and launches bespoke loyalty programmes across different clients (No.7 US saw a 47% increase in revenue YoY, through a tiered loyalty programme).

Works closely with Ecommerce and Trading teams to drive channel opportunities, growth and deliver brand campaigns.

Enhanced ways of working with siloed marketing channel teams through a regular diarised catch up to discuss key projects, wins and learnings. Identifies opportunities to drive omnichannel activity during these catch ups.

Cultivates a motivated team who are encouraged to innovate e.g. through test and learn programmes.

Dedicated to personal development for myself, direct reports and colleagues; completed an internal Leadership programme and is a mentor.

Manager (CRM & Partnerships) at Italian - Azzurri Group

01/11/2019 - 01/03/2022

Responsible for the delivery of a clear omni-channel marketing strategy aligned across all touchpoints, from digital to physical restaurant. Manages the CRM strategy, brand comms and promotional activity.

Optimised ASK Perks loyalty programme and increased participation by 19% YoY.

Implemented a digital acquisition strategy through website optimisation and Google Ads; achieved pre-pandemic growth level of a 2% increase in database contacts MoM.

Upgraded and optimised multi-channel workflows across all user lifecycle stages

Measures performance of channels and campaigns, analyses reports and implements optimisation recommendations.

Identified an opportunity to enhance database sign ups by including a QR code on reusable menus and acquired 9% more contacts in the first month.

Collaborated with the Finance and Food teams to identify opportunities to drive AOV while protecting profit margin. One promo resulted in 366% increase in Deliveroo orders.

Had full ownership of the CRM strategy, from content creation, A/B testing, segmentation. to create engaging emails that convert, deliver above industry benchmark KPIs and align with commercial priorities of the business.

Campaign Strategy Executive at 4ICG Group

01/03/2018 - 01/03/2022

Responsible for delivering B2B digital marketing campaigns across including email, paid and organic social. In March 2019, I was promoted to Campaign Strategy Executive (from Digital Marketing Executive), taking the lead on developing and executing marketing strategies for global clients, including Google and Microsoft.

Produced marketing emails, A/B testing plans, content creation and data management.

Proactively enhanced current processes; created and launched an email workflows to nurture customers from acquisition to conversion.

Delivered weekly and monthly reports on platform growth, engagement KPIs and optimisation recommendations.

Analysed market reports and consumer trends to inform campaign strategies

Fulfilled client briefs with tailored proposals, ensured all activities aligned across various channels and delivered on time according to project plans

Education

Glasgow Caledonian University

Master of Science, -

Glasgow Caledonian University

Bachelor of Arts, -

Corndel

Chartered Management Institute, -

Institute of Data & Marketing

IDM Award in Behavioural Economics, -

Skills

Customer Relationship Management, Loyalty Schemes, Brand Awareness, Digital Marketing Campaigns, External Stakeholders, Marketing Strategy, Quarterly Closing > Quarterly Reporting, Target Market, Click-to-Open Rate, Managerial Skills > Direct Reports, Google Ads, Proactive, A/B Testing, Content Production, KPIs, Monthly Closing > Month End Reporting, Profit Margins, Project Planning, eCommerce, Data Management, CRM Manager, Campaign Strategy Executive, Manager (CRM & Partnerships)

Keywords

Languages

—

Other candidate information that Vincere supports

Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.

(Notice: Please remove this section if you don't need it in your template)

General information

1. Candidate middle name (Jayne)
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()
6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Female)



10. Candidate Photo ()
11. Candidate Primary Email (sarah.cation@ntlworld.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone (+44 7505 983923)
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/sarah-jayne-cation-218a223a>)
16. Candidate Current Address - Address (London)
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town (London)
19. Candidate Current Address - State ()
20. Candidate Current Address - Country (United Kingdom)
21. Candidate Current Address - Zipcode ()
22. Candidate Current Address - Name (London)
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63668)
28. Candidate Work History (THG Ingenuity
CRM Manager
2022-03-01
Leads a team of 3, responsible for delivering the CRM strategy (email, SMS) focused on acquisition, retention, converting prospects, driving recency, and increasing the CLTV.
Has a remit of 15+ clients in the fashion industry, spanning global clients with a presence in multiple locales, to those launching in new territories with little brand awareness.
Manages databases ranging from 0 contacts at launch to those with 900,000 contacts.
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Identifies core customer groups, develops 'personas' and bespoke customer lifecycle

segmentation models to target customers with relevant comms at the right time (Berghaus saw 34% of prospects convert into customers since implementation).

Lead the implementation of hyper personalised comms through rolling out CRM Profile Builders across clients to gather preferences data. Combined this with purchase and behavioural data to increase CTOR by 56% and CVR by 20% on average across all clients.

The success of this project was acknowledged within THG Ingenuity and rolled out across Nestle and Homebase.

Develops and launches bespoke loyalty programmes across different clients (No.7 US saw a 47% increase in revenue YoY, through a tiered loyalty programme).

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Cultivates a motivated team who are encouraged to innovate e.g. through test and learn programmes. Dedicated to personal development for myself, direct reports and colleagues; completed an internal Leadership programme and is a mentor.

Italian - Azzurri Group
 Manager (CRM & Partnerships)
 2019-11-01 - 2022-03-01

Responsible for the delivery of a clear omni-channel marketing strategy aligned across all touchpoints, from digital to physical restaurant. Manages the CRM strategy, brand comms and promotional activity.

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Had full ownership of the CRM strategy, from content creation, A/B testing, segmentation. to create engaging emails that convert, deliver above industry benchmark KPIs and align with commercial priorities of the business.

4ICG Group
 Campaign Strategy Executive
 2018-03-01 - 2022-03-01

Responsible for delivering B2B digital marketing campaigns across including email, paid and organic social. In March 2019, I was promoted to Campaign Strategy Executive (from Digital Marketing Executive), taking the lead on developing and executing marketing strategies for global clients, including Google and Microsoft.

Produced marketing emails, A/B testing plans, content creation and data management.

Proactively enhanced current processes; created and launched an email workflows to nurture customers from acquisition to conversion.

Delivered weekly and monthly reports on platform growth, engagement KPIs and optimisation recommendations.

Analysed market reports and consumer trends to inform campaign strategies

Fulfilled client briefs with tailored proposals, ensured all activities aligned across various channels and delivered on time according to project plans)

29. Candidate Desired Salary (GBP £0.00)
30. Candidate Current Salary (GBP £0.00)
31. Candidate Contract Rate ()
32. Candidate Notice Period (30)

33. **Candidate Brief** (Sarah Jayne Cation is a resident of London, UK. She has been working in the IT occupational sector for more than 5 years. Currently she is employed as a Crm Manager at THG Ingenuity. Sarah has extensive knowledge of eCommerce, Data Management. Sarah has an extensive management experience (4 years).
Currently since 2022-03 this candidate had experience at a lower grade management level working as a CRM Manager at THG Ingenuity.
Since 2019-11, for a total duration of 29 months, this candidate had experience at a lower grade management level working as a Manager (CRM & Partnerships) at ASK.)
34. **Candidate LinkedIn resume** ()
35. **Candidate Company name**()
36. **Candidate Company number**()
37. **Candidate Branch** ()
38. **Candidate Desired Industry** ()
39. **Candidate Desired Sub Industry** ()
40. **Candidate Desired Function Expertise** ()
41. **Candidate Desired Sub Function Expertise** ()

NOTE:

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. **Candidate Education Level** ({education.educationLevel})
- b. **Candidate Education Summary** (Glasgow Caledonian University
International Fashion Marketing, Master of Science
Glasgow Caledonian University
Business Studies, Bachelor of Arts
Cornel
Chartered Management Institute
Institute of Data & Marketing
IDM Award in Behavioural Economics)
- c. **Candidate Education Institution** ({education.institutionName})
- d. **Candidate Education Course** ({education.course})
- e. **Candidate Education Qualification** ({education.qualification})
- f. **Candidate Education GPA** ({education.gpa})
- g. **Candidate Education Honors** ({education.honors})
- h. **Candidate Education Major** ({education.major})
- i. **Candidate Education Grade** ({education.grade})

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

Glasgow Caledonian University
Master of Science, -

Glasgow Caledonian University
Bachelor of Arts, -

CornDel

Chartered Management Institute, -

Institute of Data & Marketing

IDM Award in Behavioural Economics, -

2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:

- a. Candidate Job title (`${experience.jobTitle}`)
- b. Candidate Employer (`${experience.employer}`)
- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

Recruiter information

1. User location ()
2. User phone number ()
3. Resume submitted date (04/04/2023)
4. User company name (Wild Squirrel Recruitment)
5. User name ()
6. User email ()
7. Primary Brand Logo ()
8. Primary Brand Name ()