



EMMA WYNNE

T: +61408371141 | E: emmalouisewynne@gmail.com | W: emmalouisewynne.com

I'm on the hunt to help grow an innovative business that inspires me daily, challenges me to think differently, and pushes me to be better than I was the day before. With over 10 years experience in marketing and advertising, with specific strengths in growth, startups, D2C, subscriptions and food, I'm ready for my next adventure.



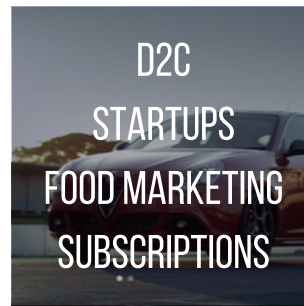
KEY SKILLS



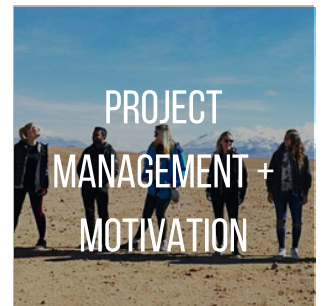
Paid acquisition (Google ads + paid social + performance partners)
Organic acquisition (SEO + content + social media)
Conversion rate optimisation
Marketing/funnel automation (Hubspot + Klaviyo)
Email mktg + database growth (Mailchimp + Klaviyo)



Content marketing
Social media advertising & mktg (FB, IG, Pinterest & Twitter)
Social/YouTube video production
SEO strategy & implementation
Data analysis & reporting (via Google Analytics + Power BI + Search Console + SEMRush + HubSpot + Kochava + Mixpanel)

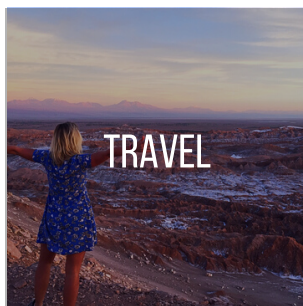


Growth hacking + experiments
Strong Shopify & WP experience
App + subscription business experience
Brand + campaign strategy
Thrive on working with smaller budgets and tight timelines



Management of agencies & direct reports
End-to-end campaign mgmt
Creative production & distribution
Relationship development & mgmt (internal & external stakeholders)
Leadership of peers & teams
Keeper of all things 'Culture'

THINGS I LOVE



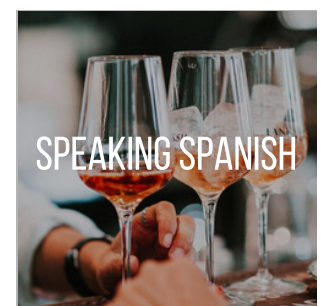
Since I started travelling at 19 I've visited every continent and over 40 countries. I'm absolutely loving exploring Europe again while living in London.



Fun fact, I was actually a contestant on My Kitchen rules. I am obsessed with good food and wine. And being from Melbourne, luckily it's all around!



I'm an avid podcast listener. It's a constant source of inspiration for experiments as well as a simple way to keep up with platform developments and ideas for business progression.



While away on my whirlwind trip around South and Central America I spent two months intensively learning Spanish. I'm a conversational speaker, always up for a sassy Spanish conversation.

EXPERIENCE **HEAD OF GROWTH | PASTA EVANGELISTS - PREMIUM PASTA SUBSCRIPTION LONDON**

JUNE 2019 - MARCH 2020

KEY RESPONSIBILITIES

- Owning growth/digital marketing initiatives to achieve aggressive growth goals
- Utilising data and creativity to drive sustainable growth of high-quality customers through numerous digital channels - PPC (social and search), SEO, content, organic Pinterest & Youtube, partnerships, podcast advertising
- Testing and optimising new performance and acquisition marketing channels
- Assisting in the improvement of our CRM programme, making it a machine for both acquisition and retention
- Owning and building Amazon as a new sales channel for growth
- Mentoring and training of junior team members on performance channels and data analysis

KEY ACHIEVEMENTS

- Helping grow one of the UK's fastest growing startups.
 - Achieving ongoing aggressive monthly revenue growth and assisting in £3.5 mil investment round.
 - Moving from focusing on the acquisition of just low CPA customers to high retention customers.
 - Actively worked on decreasing social PPC CPA from £50 CPA to less than £10 for some of our most successful campaigns
 - Increased organic monthly search results by 300% from July 2019 to March 2020. Launching search driven content hubs & targeted landing page optimisations
 - Launched organic Pinterest as a test channel driving monthly users from 0 - 10K
 - Most recently launched Youtube channel and shot + created 20+ content videos - driving traffic and sales
- Please note: I had to leave Pasta Evangelists due to my Visa ending.

EXPERIENCE **GROWTH MARKETING MANAGER | CURIOUS WORLD MOBILE APP LONDON**

NOV 2018 - JUNE 2019

KEY RESPONSIBILITIES

- Leading growth strategy and defining and driving growth KPIs - Decreasing CAC while increasing LTV.
- Growing subscription base by planning, implementing and optimising new channels for growth
- Conducting growth experiments and optimising current key growth channels - Facebook ads, Apple search, ASO and performance partners
- Dissecting data to conduct product-based growth experiments to improve conversion rates and increase subscribers
- Yearly + monthly forecasting + channel reporting and campaign tracking
- Developing brand and campaign strategy + new creative and copy

KEY ACHIEVEMENTS

- Actively decreased CPI + CPAs since joining
- Implemented full campaign tracking from install to subscription (not previously possible)
- Took poor performing channels like Facebook + Apple search and optimised to enable scalable growth
- Implemented successful experiments to improve CVR from install - trial and trial - subscription
- In the process of implementing a full re-design + product re-positioning

EXPERIENCE **MARKETING MANAGER (GROWTH + CONTENT) | START DESIGN LONDON**

MAY 2018 - NOV 2018

KEY RESPONSIBILITIES

- Development and implementation of a new content marketing strategy + managing production
- Management and optimisation of current acquisition channels (Google Ads + LinkedIn + database + SEO)
- Implementation + testing of new acquisition channels (Facebook + Instagram + Medium + referrals/backlinks)
- Assisting sales in the conversion of leads through marketing automation and outbound sales campaigns
- Ongoing analytics + reporting (Google Analytics + SEMRush + Hubspot) + quarterly presentations to the board
- Management of PR agency + ongoing partnerships

EXPERIENCE	FOUNDER SCRIMPSPLURGETRAVEL.COM	NOV 2016 - FEB 2018
	I spent 16 months exploring South and Central America. While I was traveling I started my own website to amplify my marketing skills - scrimpsplurgetravel.com .	
	KEY ACHIEVEMENTS	
	<ul style="list-style-type: none"> • Grown traffic to over 16,000 monthly page views • Grown Social Media following to over 55,000 • 45% of articles on the first page of Google with highest traffic sources being organic and Pinterest • Mastered WordPress and basic coding • Implemented affiliate marketing and Google AdSense as viable revenue streams • All achieved with \$0 marketing budget 	
	Full stats can be found at scrimpsplurgetravel.com/media-kit	
EXPERIENCE	SENIOR DIGITAL MARKETING MANAGER THEURBANLIST.COM	FEB 2015 - NOV 2016
	KEY RESPONSIBILITIES	
	<ul style="list-style-type: none"> • Social media strategy + implementation (Facebook + Twitter + Instagram + Youtube) • Audience development + engagement + retention across all platforms (site, social, SEO, email, mobile/desktop, etc). • Development and implementation of quarterly strategic marketing plans • Financial + budgetary management • Data analysis and reporting to help achieve business targets • Strategic relationship development with brands and media agencies to increase marketing share + pitching content marketing campaigns • Collaborating with content and sales to ensure the delivery of industry-leading campaigns for all clients – from SMEs to multinational brands and media agencies. • Management of three direct reports and leadership within the wider marketing team as well as the Melbourne content team 	
	KEY ACHIEVEMENTS	
	<ul style="list-style-type: none"> • Assisted in growing from 20,000 readers, 3 cities and 15 employees, to the top lifestyle publication in AU • Drove traffic growth of over 12,000% (2.5+ mil), Facebook growth of over 4,000%, Email database growth of over 1,500%, Instagram growth of over 3,000%. • Consistently hit weekly, monthly and yearly growth KPIs • Developed and implemented national social media strategy, national automated sales CRM strategy and internal systems and processes to ensure client campaigns were effective and profitable. • Pitched to, and managed multiple successful branded content marketing campaigns with top tier brands like Peroni, Emirates and Tourism Victoria. 	
EXPERIENCE	CONTESTANT MY KITCHEN RULES AUSTRALIA	AUG 2014 - FEB 2015
EXPERIENCE	SENIOR INTEGRATION MANAGER CUMMINS & PARTNERS CREATIVE ADVERTISING AGENCY	OCT 2011 - AUG 2014
EXPERIENCE	ACCOUNT EXECUTIVE MONASH UNIVERSITY ADVERTISING SCHOLARSHIP WINNER	JAN 2008 - OCT 2010
REFERENCES	Available upon request.	