


Summary

Johana Kedjam

Head of Digital Product & Marketing
Strategy / CX / Brand / Ecommerce

-  07849 406 554
-  johana.kedjam@hotmail.fr
-  johana-kedjam.com
-  LinkedIn

- **Award-winning** versatile marketer with **15+ years** of experience, mastering the **full brand spectrum** from **Brand Management** through **Digital and Traditional Marketing strategies**, and specialising in digital **Product Management** of **DTC e-commerce**.
- Working internationally for **premium brands** like **Trinny London (cosmetics)**, **The Rug Company** (luxury rugs), **Winsor & Newton** (fine art), **Jacomo Paris & Disney** licensing (perfume).
- **Charismatic influencer** and **inspiring leader**, skilled at attracting top talent and fostering high-performing teams with a commitment to a **caring, open, and nurturing** environment.
- **Strategic leader** with a **hands-on** approach, dedicated to driving business growth and brand equity through **customer-centric solutions**. Recognised for seamlessly integrating **long-term planning** with **practical execution**, I consistently strive to elevate not just my function, but the entire business landscape.
- **Directly managed diverse talents**, including Product Managers, Brand Managers, Lifecycle & e-CRM Managers, Content and Social Media Managers, SEO Experts, Digital Specialists, e-Commerce Managers, and Developers, spearheading growth and innovation.
- Passionate about wellness & beauty, holding **diplomas in Aromatherapy and Skincare Formulation**

Skills	Business Strategy & Management	Product Management, Ecom, CX	Global Marketing	Brand Management
	Leadership, Team Structure & Mentoring	Product Strategy & Roadmapping	Full Funnel marketing strategy & execution	Brand Management & Positioning
	Business Strategy & Planning	UX/UI Design	Omnichannel strategy & campaign planning	Product Development NPD/EPD
	Marketing & Product Operations	User research & usability testing	Content planning & deployment	Portfolio Management
	Sales, CS, Product and Marketing alignment	Ecommerce	Events Management	Creative Direction

Tools	Design & Prototyping	User research, survey, insights	Email / CRM / automation / AI	Collaboration & Project Management	Web / CMS / Ecom / SEO	Social & advertising
	Figma	Typeform	DotDigital	Miro	Shopify	Later.com
	Sketch	UserTesting	Calendly	Jira	WordPress	Meta Suite
	InVision	UserBrain	ChatGPT	Confluence	Wix	
	InDesign	Hotjar	Nosto	Asana	WooCommerce	
			Hubspot	Clickup	Screaming Frog	
				Monday	Contentful	
				Trello		

Education
■ Masters in Communications & Marketing - Class Valedictorian EFAP Lille Europe (Communications & Marketing)
■ Diploma in Organic Skincare Formulation Formula Botanica
■ IFA Professional Aromatherapy Diploma International Federation of Aromatherapy
I continuously update my skills with the most recent courses in Leadership, Mentoring, Management, SEO, Agile Methodologies, Product Management, UX/UI Design, Facebook Ads, and more.

Parcelhero group

Ecom and B2B SaaS
June 22 - present

Parcel
hero.

Head of Product & Marketing

Equity Fundraising: Spearheading an equity fundraising campaign targeting £700k, bringing £1.8M of MQL by leveraging a mix of triggered email marketing automation, press releases, social media engagement, video production, and creative direction in collaboration with agency. Developed executive summaries and pitch decks to articulate investment potential.

Marketing Team and Budget Management: Established an iterative structure for the marketing team, underpinned by a £1.2M budget, focusing on optimising team capabilities and resource allocation for maximum impact.

Product & Marketing Operations Excellence: Led the integration of key operational tools (Hotjar, UserTesting, Calendly, Typeform, DotDigital) including negotiations of contracts. This significantly boosted team productivity, enriched customer insights, and elevated our marketing and product quality.

Talent Acquisition and Management: Led People Operations strategy, crafting a recruitment plan, developing job descriptions, and establishing a personal development plan framework. Introduced a new ATS to boost recruitment efficiency. Directly hired and managed Email, eCRM, and Lifecycle Manager, and HR Managers.

Lifecycle Marketing Evolution: Led the strategic evolution of our lifecycle marketing, which entailed crafting a comprehensive strategy and integrating DotDigital as our new ESP for deploying impactful lifecycle efforts.

Brand Strategy & Creative Direction: Directed rebranding and established first guidelines for the group's 4 brands. This included creating a complete brand identity and positioning for ParcelHero Pro, along with designing the website and email templates.

Innovative Marketing & Product Launches: Devised and executed the GTM strategy for ParcelHero Pro, incorporating omnichannel efforts (social, email, web, sales support, events), market analysis, content strategy, and target audience identification for successful market entry.

User Experience and Research Leadership: Implemented UserTesting.com and led both unmoderated and moderated user research, developing test plans, protocols, discussion guides, analysis and reports to build best-in-class products.

The Rug Company

Luxury retail
Apr 2022 - Jun 2022

THE
RUG
COMPANY

Head of Digital Product

- Recruited, onboarded and mentored an ecom coordinator
- Led and implemented **CRO-driven features** (new BNPL payment solution, Klarna virtual shopping, book online appointments)
- Built the **ecom product roadmap, budget and resource planning** integrated with Sales and Marketing teams
- Set up **processes and structure** for bringing business efficiency (creation of a digital product pipeline, set up Agile delivery framework, gate process, campaign plans etc)
- Redesigned key **UX journeys** to a more usable experience and **premium feel**, and **enriched the content on site**

Trinny London

Cosmetics
Feb 2021 - Mar 2022



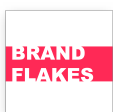
Senior Product Manager - Ecom CX lead

- Spearheaded the development and growth of Trinny London's **biggest transversal** (ecommerce Product function) by **leading two agile squads** of developers and directly **hiring, mentoring, and managing three reports**.
- Crafted and executed a comprehensive **3-year strategic plan and annual budgets** for the ecommerce division, identifying key initiatives across the customer journey to ensure a **balanced channel mix**, maximising both profit and revenue through effective acquisition, conversion, and retention strategies.
- Fostered an insight-driven approach across the company, leveraging data and market analysis, as well as **bringing A/B testing and user research capabilities** to the business to inform strategic decisions.
- **Directed all product launches** and commercial campaigns, including **lifecycle initiatives** (samples, refer a friend programme, online appointments) and BAU activities, while implementing **UX/UI improvements** for an enhanced customer experience.
- Led a **transformative project** to enhance site content and operational efficiency by **empowering content and product teams** with the autonomy to build and manage web pages **without engineering dependency**. This was achieved by leading the development of customisable blocks/widgets into our Content Management System (CMS). This innovation enabled the redesign of the blog section, the creation of **rich content pages at scale** directly by the content and product managers, **significantly accelerating content deployment** and site updates.
- **Overhauled the website structure and navigation**, guiding an **iterative process** that focused on improving user experience and site usability to drive a more intuitive and engaging user journey.
- Facilitated Trinny London's transition from startup to established market player by developing **cross-functional processes** and **advising C-suite on growth and operational excellence**.

Drove the **biggest sales day of all time** - bringing **£3M revenue in 24h** (the brand turnover is £43M a year, typical sales revenue per day is £120K, highest sales day prior to that was £1.2M)

Brand Flakes

Own consultancy
Dec 2019 - Present



Company Director - Senior Product Manager & Digital Strategist

Provided Digital Product Management, Digital strategy and implementation services across a range of industries and clients in music, healthcare, beauty, sustainability, media publishing, digital assets, food & beverage, fine art and craft.

- In 6 months, keeping Colart as a client, I successfully **redesigned and led the replatforming** and relaunch of the Winsor & Newton D2C ecom website (over **700 core pages, 4200 SKUs**)
- reached the **email acquisition KPI** for Liquitex (**90k subscriptions**) **two months earlier** than expected, through building and implementing **omni-channel acquisitions strategies** where social media, CRM and email initiatives are used the smart way.
- Brought in as a **consultant to advise a client** (home services magazine) on their digital transformation journey, I was **offered the role of Head of Marketing**.
- in 3 months of a summer digital activation project, drove **4 months of consecutive ecom growth** (number of transactions and AOV) through **leveraging offers** (bundling, competitions) on social media and email, and delivered the **most engaging** Facebook post, Insta post and the **most clicked email of the year**.



Colart Group

Fine Art Materials

colart

Nearly 6 years at Colart, three promotions, spanning both vertical and horizontal career advancements.

Lead Group Product Manager & Web Strategist

Responsible for the **full portfolio of 8 websites** (D2C ecom and non ecom). I was the first Product Manager in the company, responsible for developing the product strategy & roadmap for the group, **establishing the team (including hiring)** and creating processes and frameworks.

Web and ecom growth strategy:

- Devised product vision, key objectives, initiatives and priorities for each brand, setting priorities
- Built feature release and optimisation plans including A/B test hypotheses to improve consumer journey
- Planned and managed the go-to-market strategies and execution of campaigns, lifecycle and evergreen plans
- Drove D2C ecommerce initiatives (sampling offers, online exclusive NPDs, commercial offers, customisable products, removal of barriers to purchase, AI engine personalisation) that directly increased conversion, improved the AOV and drove acquisition of email subscribers

Leadership & resource management:

- Responsible for the resource planning and web budget
- Mentored, developed and supported a team of 5 in UX/UI, product and project management
- Stakeholder management and getting buy-in (brand, commercial teams, C-suite and board members)

Websites UX/UI redesigns and re-platforming:

- Led and empowered junior POs to lead website redesign and platform migration projects
- Creative direction, content strategy and creation (leading photo/video shoots) and SEO work for all sites

- Successfully led and delivered **6 multi-lingual website platform migration** projects
- **Negotiated and brought a new SEO platform** to the group and built SEO strategies to improve relevancy, traffic and brands engagement
- **Mentored a junior Product Owner** who then **got promoted** after successfully shipping the MVP of the new Snazaroo website
- **+595% email subscribers** compared to previous period - coming from the new ecom website
- **Quadrupled Conversion Rate** from 0.44% to 1.96%
- Average Order Value increased by 18% (from £20.68 to £24.31)
- **25% Bounce Rate Decrease**
- Page views **up by 22.4%**
- Session duration **up by 21.2%**
- Have set a new standard for web in a context of digital transformation: **advocating for a D2C shift** through major web changes across our brands and **shifting minds to a more commercially savvy, insights led and consumer centered approach.**

Digital Activation Manager, Winsor & Newton and Snazaroo



Looking after the activation of 2 brands, I was building and implementing **360 omnichannel** activation plans (campaigns and always-on) for our **owned global channels** (email, social, websites, PPC), local **Amazon** distribution channels and **online retailers**, driving reach and engagement.

- This position being created to support the online initiatives being brought in-house for the first time, I **shaped the role**, recommended a **new team structure** and implemented new processes.
- I delivered successful campaigns, and brought synergy to our digital channels, as well as the first consumer journey approach in the company. The Promarker campaign drove:
 - Conversion rate increased by **42%** vs PY
 - Number of transactions up by **19%** vs PY
 - **10K new email subscribers** post campaign (+6%) via website
 - **Doubled the email CR**
 - **Increased social media engagement** and positive sentiment

Global Brand Manager, Liquitex

- Defined the **global brand strategy** and vision (5 years Long Range Plan, yearly brand plans)
- **Owned the P&L** for the brand
- **Led and implemented the core NPD pipeline**
 - development of brand new product ranges
 - full relaunch of a declining core category
 - maintenance of ongoing ranges
- Planned and controlled the **brand A&P budget** (between **600K to £1.2M** depending on the years)
- Initiated and supervised the **new merchandising system** project from concept thinking to development.
- Was working closely with all the local markets (**US and Japan** being the top two) to ensure projects were implemented in line with the brand strategy and guidelines.
- Managed and coordinated cross-functional teams and **agencies** globally.
- Was in charge of the **creative direction** and the management of **photo and video shootings**.
- Gained experience in **operations and pilot manufacturing**

I was first **promoted from Junior to Global Brand Manager** position after having successfully initiated, developed and **launched the Muted Collection** across **multiple markets, driving 34% growth over an entire category.**

I then delivered the proudest achievement of my career. In 2 years, I enterprised, strategised & led the implementation of a **complete brand transformation at all touchpoints** for Liquitex. From creating a vision to implementing it.

This represented approximately **9 projects** that I led, **1200 products**, **>40 people**, **4 CAPEX**. Results: **+£3M growth Y1**, **+135% ecom sales**, **award-winning merchandising system** (outperforming Samsung and Tesco) and an **elevated and consistent brand image.**

Discontinued 650 low performing SKUs, directly increasing bottom line profit by **>350K** and improving **brand portfolio health.**

Jacomo

Fine fragrance
Oct 2011 - Oct 2013

Jacomo
PARIS

Marketing and NPD Assistant



- Ignited a **passion for fragrances and product creation**, elevating the brand's communication to retailers and consumers with visually impactful assets and trade-marketing tactics for two years.
- This foundation led to the responsibility of **developing five new fragrances from concept to completion**, collaborating with **perfume houses** on juice formulation and packaging. This included one women's fragrance, one men's fragrance, and separately, a collection of three **Disney licensed perfume gift sets** for children.
- Collaborated with **Bourjois cosmetics** sales teams, delivering **perfumery-focused training** and **sales packs** to bolster their effectiveness in marketing and selling our fragrances.

Multiple agencies

France
2007 - 2011

Event Project Manager, Marketing Project Manager, PR Manager, Advertising Manager

I worked in multiple agencies as Event Manager, Project Manager, PR Coordinator, Advertising Officer for renown brands including DDB, Lagardère, Lancel, Peugeot, Jeanlain.