

Johana Kedjam, Senior Digital Product Manager & Strategist  
Profile round up & Selection of achievements

07 849 406 554

[www.johana-kedjam.com](http://www.johana-kedjam.com)

DIGITAL TRANSFORMATION

WEB / DTC E-COM STRATEGY

DIGITAL PRODUCT MANAGEMENT

UX/UI DESIGN

SEO

BRAND STRATEGY

CREATIVE STRATEGY

360 DIGITAL ACTIVATION

NPD/EPD

MERCH

Hello, I'm Joey

Highly strategic, well-rounded and self-driven **award-winning French marketer** with over 10 years' experience working internationally. With an entrepreneurial spirit, I get under the skin of the brand and take it to the next level, unlocking its growth potential.

Brand manager at my core, I love **shaping & growing a brand** from its positioning and portfolio development to its **creative direction**, bringing strong and consistent branding across all touch points, and **developing growth driving product ranges**.

I then moved to digital where I absolutely love devising and implementing **solid DTC roadmaps** and **omni-channel campaigns**, and taking on **major website redesign projects** that elevate the end-to-end consumer journey and grow the ecom.

My strengths lie in **building, owning** and **driving** the implementation of holistic long term strategies that improve the end-to-end CX at every touchpoint (offline / online).

Over the years, I built a solid track record in **project management** and have successfully built, **led and motivated** cross-functional teams as well as directly managed talents on a day-to-day basis and **mentored juniors**.

With natural leadership, I enjoy developing people and **building teams where happiness and efficiency come together**.

Here is more details on my background and a few curated examples of achievements. Happy reading!



# Career Summary

**Event Project Manager, PR, Communications officer, Marketing Project Manager**  
Multiple agencies

**Marketing and NPD Assistant**  
Jacomo Perfumes, Sarbec Group

**Junior Brand Manager**  
Liquitex, Colart (fine art materials)

**Global Brand Manager**  
Liquitex, Colart (fine art materials)

**Global Digital Activation Manager**  
Colart (fine art materials)

**Lead Product Manager & Group Web Strategist**  
Colart (fine art materials)

**Freelance Senior Product Manager and Digital Marketing Strategist**  
Brand Flakes (owned ltd)



The beginning of my career in marketing. During my masters, I have been trying out different areas of marketing through internships to see which route I would be likely pursue. One of my favourite areas, for which I had a natural flair, was Event Project Management. In 4 years of internships I accumulated over 2 years experience in this area. I successfully led and coordinated events for famous brands including Peugeot and Lancel (French leather brand similar to Aspinal or Smythson)

The start of a passion for fragrances and product making. For two years, I helped the brand to elevate the level of its communications to retailers and consumers through visually impactful assets, before being given the responsibility to develop and launch two new fragrances.

For 4 years, Liquitex had my total dedication. I was promoted from Junior to Global Brand Manager position after having successfully initiated, developed and launched the Muted Collection across multiple markets. Driving a 34% growth over an entire category and setting up a new standard within the business with the launch pack I created (since used as best practice example).

[Details slide 24-25](#)

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, 1200 products, >40 people, 4 CAPEX. Results: +£3M growth, +135% ecom sales, award-winning merchandising system and an elevated and consistent brand image.

[Details slides 21-23](#)

Looking after the activation of Winsor & Newton (fine art materials) and Snazaroo (face paint), I was building and implementing 360 omni-channel strategies for our global channels, owned websites, local Amazon distribution channels and online retailers). This position being created to support the online initiatives being brought in-house for the first time, I shaped the role and implemented new processes, delivering successful campaigns, and bringing synergy to our digital channels.

[Details slide 20](#)

Looking after the 8 brand websites of the group. Setting a new standard for web in a context of digital transformation: advocating for a DTC shift through major web changes across our brands (e-commerce lead website redesigns, devising and implementing powerful web and lifecycle strategies, campaigns and always on). Driving considerable growth, brand preference and engagement, ultimately shifting minds to a more commercially savvy, insights led and consumer centered approach.

[Details slides 16-19](#)

In late 2019 I decided to start operating as a freelance digital marketer, in part to give myself time to start my own aromatherapy brand (slide 15). Since then, I have provided digital strategy and implementation services to a range of clients and industries. Keeping Colart as a client, I delivered the second proudest achievement of my career: the Winsor & Newton website relaunch. In 6 months, I successfully redesigned and led the replatforming and relaunch of the ecom site (over 700 core pages, 4200 products).

[Details slides 9-14](#)

## What I do well, in essence

I give shape and bring clarity.  
I put structure where it is needed

I love strategising, planning, organising. This is what I do best.  
I build solid strategies that give direction on how to best deliver against business goals.

## I enjoy the journey and have fun with the team

It's easy when you love what you do!

I happily take on my time to mentor juniors

It is important for me to share the knowledge with my team members, no matter their title, and I always learn from it too.

## I expand my role like I expand my new shoes

I make it mine, shape it, nurture it, grow it. I take a step back, challenge and define what needs to be done in order to achieve the overarching goal, no matter what's written on the job description.

I inspire and involve to get buy-in

I create a vision and share it. Through showing people "*what we could be tomorrow*" and involving them from the start, I get them to buy into the vision and commit to deliver

## I see the bigger picture as well as the details

I have been used to constantly "*think of everything*", being able to instantly calculate and balance the impact of an idea on a small scale and put it in perspective to see the bigger picture. This ability helps me making the right strategic decisions. Most of the time.

## I ensure brand consistency at all touchpoints

My creative eye and skills, as well as my brand manager background give me the ability to build impactful consistent branding at all touchpoints. I give a creative look & feel to the channels I work on that are reflective of brand ethos and aligned with brand guidelines.

## I am a driving force (people say)

I drive the agenda with passion. I initiate projects, do the heavy lifting to take them off ground, build the teams and lead them to pass each project gate until and beyond successful delivery.

# Areas of expertise

## Web, Ecom, Product

- Web / e-com strategy
- Product management
- Product roadmap
- Website relaunch
- UX/UI redesign
- CMS replatforming
- SEO strategy and implementation
- Content Strategy
- Social commerce implementation

## 360 Digital Activation

- Omnichannel Strategy
- Campaign planning
- Campaign management
- Always on and Evergreen content planning
- Social Media (organic and paid) scheduling and posting
- Social commerce implementation
- Email building and scheduling

## Brand Management

- Brand strategy
- Positioning
- Brand plan building
- Product development (NPD/EPD)
- Portfolio Management and Discontinuation
- Product packaging
- Merchandising
- Brand guidelines

## Leadership

- Inspiring and Motivating
- Mentoring and Coaching
- Communicating
- Building and Leading teams
- Managing C-suite and stakeholders
- Influence up, down and cross-functionally

## Project Management

- Management and coordination
- Lifting heavy projects off the ground
- Leading cross-functional teams
- Processes and frameworks set up
- Agile and lean methodologies
- Waterfall methodologies

## Creative

- Creative Strategy
- Creative Direction
- Mood boards creation
- Trends listening
- Creative brief creation
- Photo/video shoots organisation
- Post production coordination

## Resource Management

- Resource planning
- Budget management
- P&L responsibility
- Team structure
- Team build

# Softwares

## Design & Prototyping

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Sketch



InVision



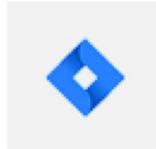
InDesign



Miro

## Project Management & Collaboration

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Jira



Confluence



Monday.com



Trello

## Web CMS / Ecom Platforms / SEO

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WordPress



Shopify



Wix



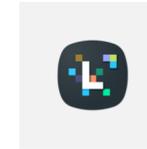
WooCommerce



Yoast SEO

## Social Scheduling & Advertising

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Later.com



Facebook  
*(Creator Studio, Ads Manager, Catalogue, Commerce Manager)*



Instagram



Pinterest



Youtube Studio

## Email / Automation / E-CRM / AI

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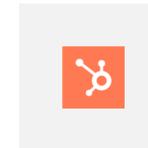
DotMailer



Nosto



Litmus



Hubspot

# The other stuff

## Education

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- Masters in Communications - Class Valedictorian  
EFAP Lille Europe (Communications & Marketing)  
Sept 2007 - June 2011
- Aromatherapy diploma  
International Federation of Aromatherapy  
Sept 2018 – February 2020
- As I am a learner, I often enrol courses to upskill my profile.  
Below is a selection of trainings, courses and classes I enrolled over the years:
  - Digital Management Training, CIM (2018)
  - SEO training, E-Consultancy (2018)
  - Agile Product Owner online course, LinkedIn (2018)
  - Product Management, General Assembly (2018)
  - UX Design, General Assembly (2018)
  - Data Analytics and Modelling, General Assembly (2018)
  - Yoast SEO training (2019)
  - Google AdWords course, Girls in Marketing (2020)
  - Advanced Facebook Ads Manager, Girls in Marketing (2020)

## When I don't work

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- I like drumming and going to gigs
- I try to be more sustainable everyday
- I like everything crafty like furniture DIY
- I am a bit of a whiskey connoisseur
- I enjoy cycling and running by the Thames

## Logistics

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- Indefinite Leave to Remain  
(in the process of getting citizenship)
- Valid UK driving license

## A few examples of my work

- Leading the replatforming, and redesigning the Winsor & Newton DTC Ecom Website 9
- The Balm Co.: My personal side hustle (brand in building) 15
- Mentoring a Junior Product Owner to deliver the redesign, replatforming and relaunch of the Snazaroo ecom site 16
- Removing barriers to purchase: redesigning the Snazaroo checkout path 17
- Ideation and design of Ecom exclusive NPDs 18
- DTC Ecom Website Redesign, Re-platforming & Relaunch: Charbonnel 19
- A selected Omni-channel Campaign: Winsor & Newton Promarker 20
- Liquitex Complete Brand Transformation (1200 SKUs) 21
- Liquitex Muted Collection: NPD (19 SKUs) 24

# Leading the replatforming, and redesigning the Winsor & Newton DTC Ecom Website

## My role:

Lead Product Manager Freelance at Brand Flakes. Client: Colart. 2019-2020.

## In a nutshell

One of my most important projects was to **lead the relaunch and re-platforming** of the Winsor & Newton website. WN is the biggest brand of Colart group, fine art leader, and it holds the Royal Warrant.

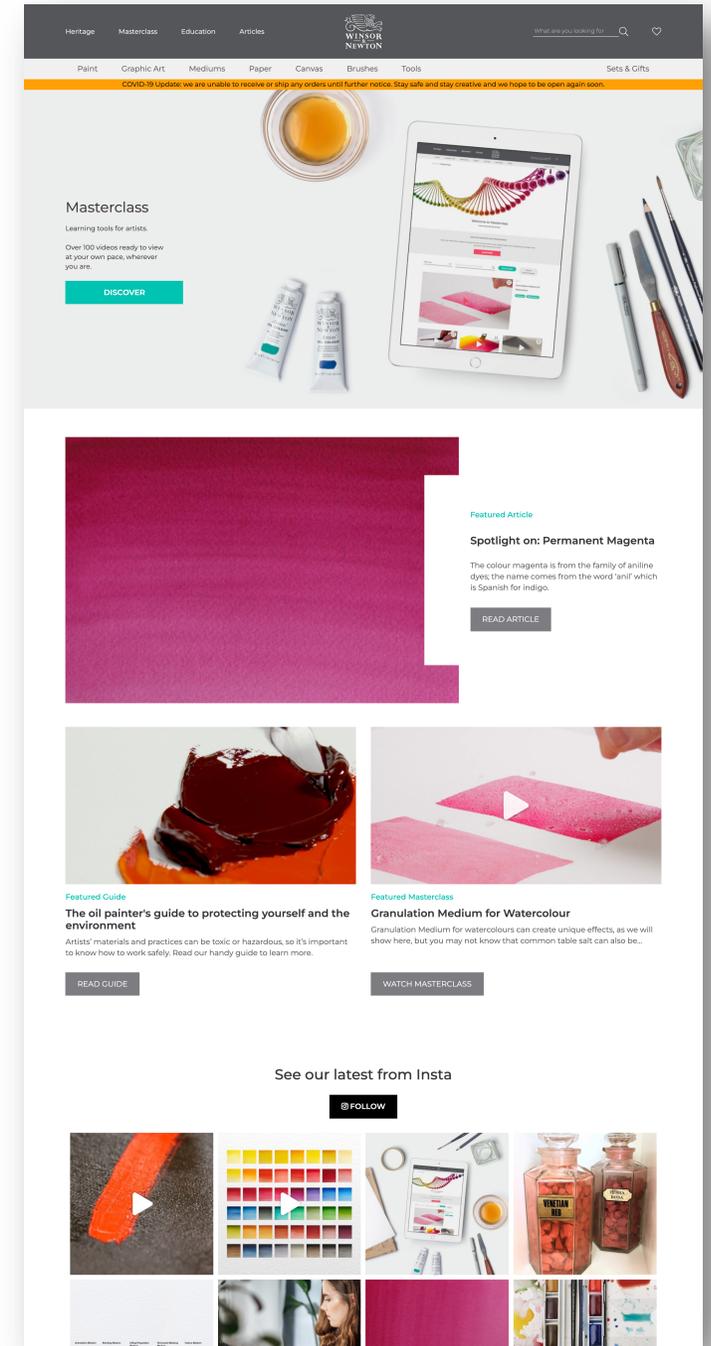
This is a major DTC ecom site, with **4200 SKUs**, over **700 pages** and **complex architecture**, and I had full ownership of it.

## Responsibilities

- Setting up the strategy, product vision and roadmap, define MVP requirements and prioritise features release
- Building the business case and resource planning for GMT
- Building the project team and recruiting talents
- Designing the entire site (UX: pain points, journeys, wireframes / UI: design system, pages and prototype build)
- Briefing the developers through Jira user stories and Invision prototypes
- Project management, team and tasks coordination, prioritisation work and communicates to stakeholders
- Content strategy and coordination (briefing copywriters and photographers)
- Creative direction, photo shooting for the whole site

## Results

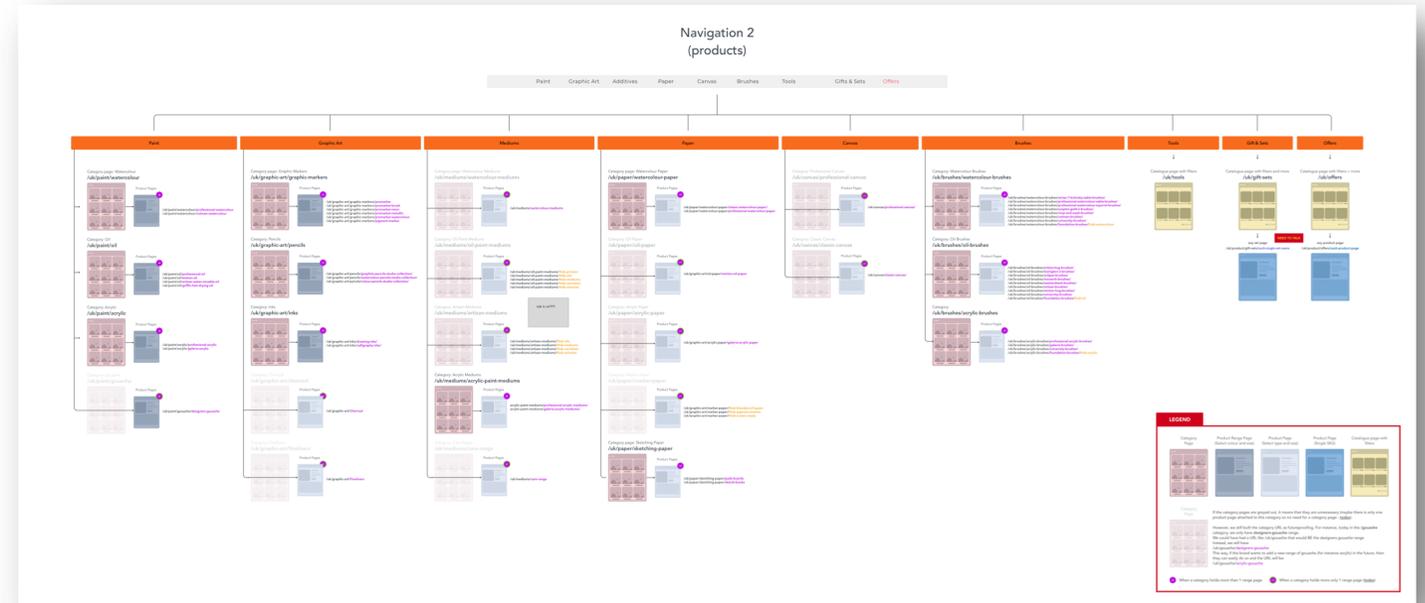
- A completely redesigned website, aligned with premium feel of the brand
- Intuitive, visually impactful and easier navigation
- New sitemap, flow, journey, design and features
- More communication space and audience relevancy
- Elevated brand image
- Deep, rich educational content
- Social media & email integration
- The smallest SEO and content loss possible
- AI customised and personalised consumer journeys



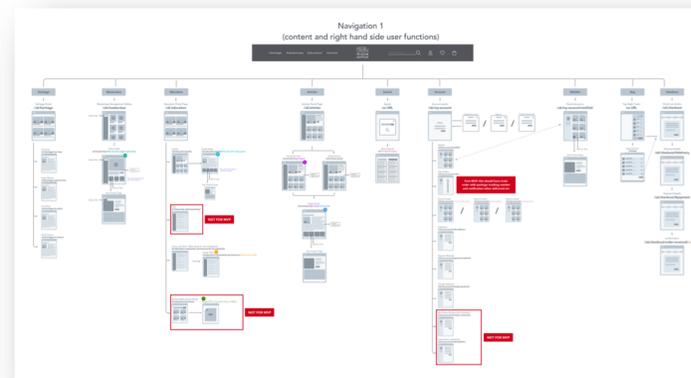
# WN project: Creation of sitemap for the project

- The Winsor & Newton website had over a hundred thousand pages in total, with over 700 core pages. It was messy and irrelevant to the users who were getting lost. Some pages were not even attached to the homepage navigation.
- It was extremely important to start the project by looking at the site structure and reorganise it all.
- As I was working the UX (news navigation, journeys and page templates), I was also mapping out the new structure and hierarchy, and building the new URL structure simultaneously, ensuring it was SEO friendly.
- This sitemap shows:
  - which pages are accessible from which area of the site
  - Which type of page they are/template they use
  - what is the URL structure for each level
  - How many of these pages we have

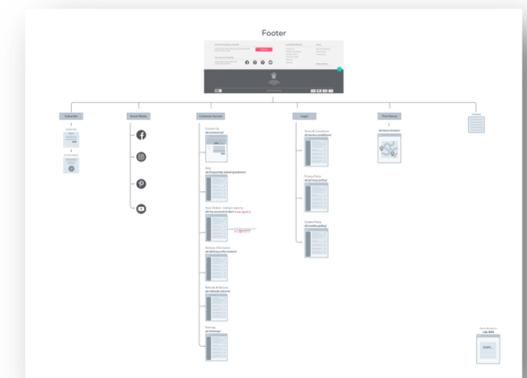
It was very helpful for the whole team, particularly the developers who needed to build the pages and the PIM data strategist who needed to map the product database against it



Main navigation (product/shop navigation)

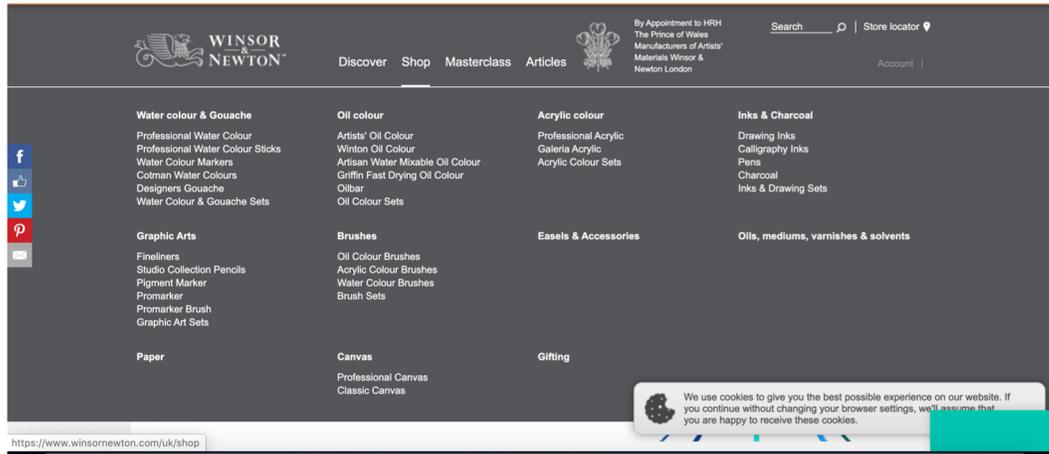


Secondary navigation (content pages)

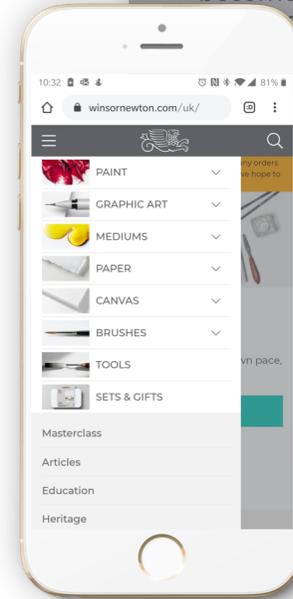
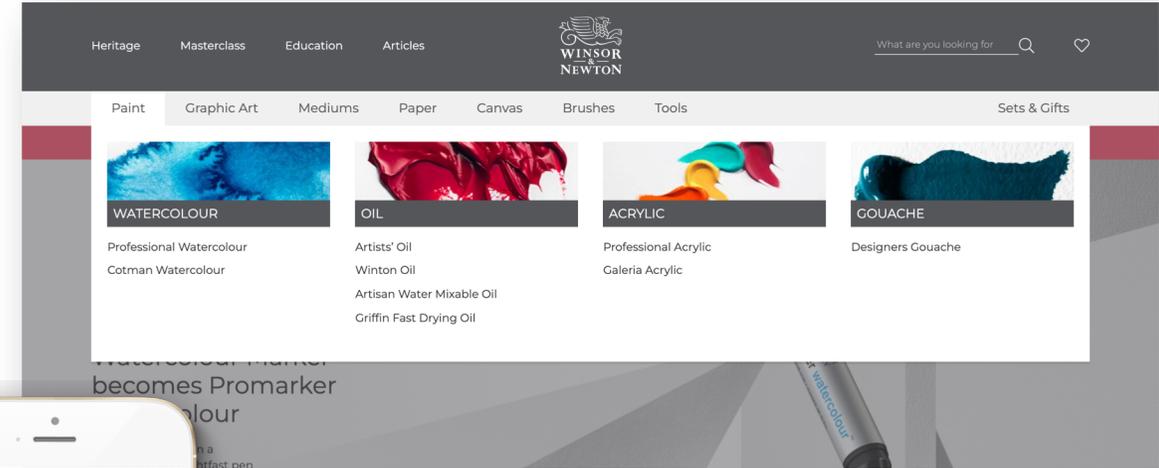


Footer navigation

# WN project: An example of Before/After



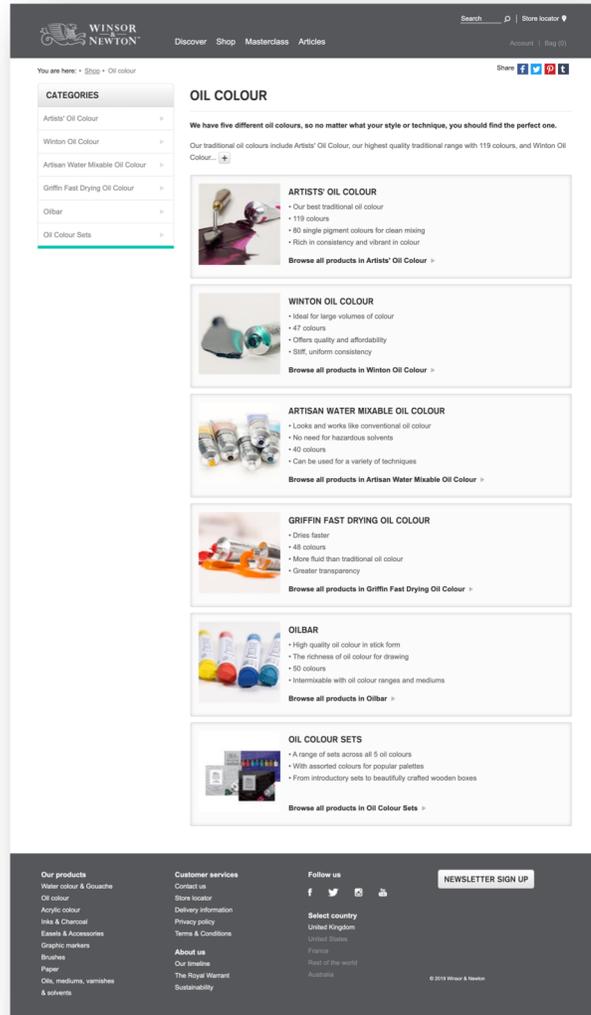
Old menu navigation  
Not legible, no hierarchy, not premium, messy, mobile inexistent



New menu navigation

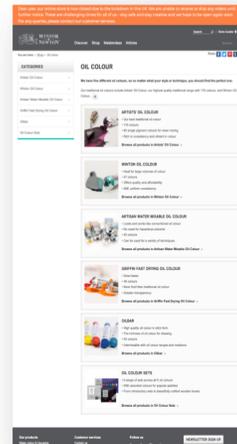
Clean, with a proper structure and hierarchy, premium, easy to navigate, legible, accessible

# WN project: An example of Before/After



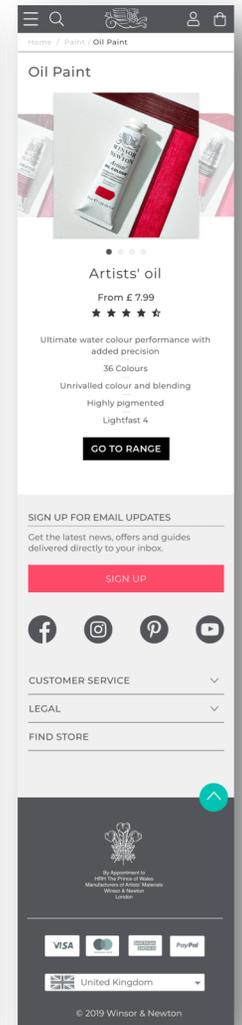
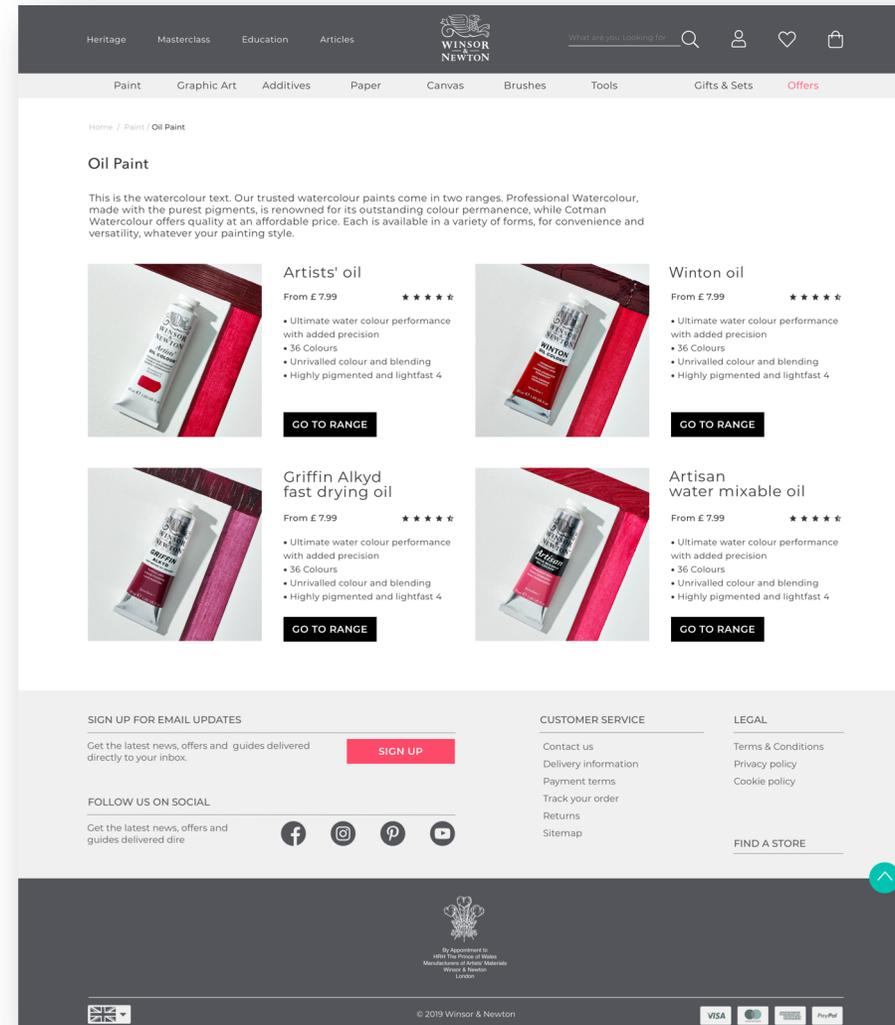
## CATEGORY PAGE BEFORE

- Inconsistent and "dirty" imagery
- Not mobile optimised



## CATEGORY PAGE AFTER

New UX & UI design, clean, premium, new imagery, and mobile optimized with clean URL hierarchy and metadata 100% complete for SEO



# WN project: New website email sign up journey

## Why it mattered for the project

96% of the email subscribers, who are the most engaged users with the highest AOV and highest RFM value, were acquired via web.

I wanted to ensure that by replatforming and redesigning the site, this percentage would not go down, but on the contrary increase.

I redesigned the sign-up journey in order to boost the amount of sign ups, by increasing the amount of “acquisition opportunities” across the site.

In collaboration with the email strategist, I came up with a strategy of when/where to best prompt the user:

- On the footer
- Through auto pop up
- In a few specific content pages

The new subscription form also allowed to get more insights about the users to segment and better tailor the emails.

Before

After

# WN project:

## Ideation and design of an "offers" section on site to increase the amount of first time buyers

### In a nutshell

The warehouse had a lot of stock to exhaust on some specific items, and artists are very offers-driven when it comes to their purchase.

I came up with the idea of having an offers section on the site that will:

- Keep a premium and up-to-date navigation
- Allow to exhaust low turnover stock in warehouse (which costs to the business)
- Recruit first time buyers
- Support sales teams in their local offers

### Responsibilities

Ideation & design with "current offers" area and colour coded shop area

Getting buy-in from commercial teams

Build the commercial discount matrix:

- Old design / packaging / last chances = -20%
- Discontinued items with remaining stock = -30%
- damaged pack but working item = -40%
- High stock = give as a FREE item for any purchase of another "old" product
- Bundle offer: buy product A with product B together and get 10% off

### Results

- A section that is displayed in a premium way on the site to align with brand positioning
- And that will attract new users who want to try the brand at lower price point (= boost our first time buyers)
- Currently in the pipeline as not part of the MVP

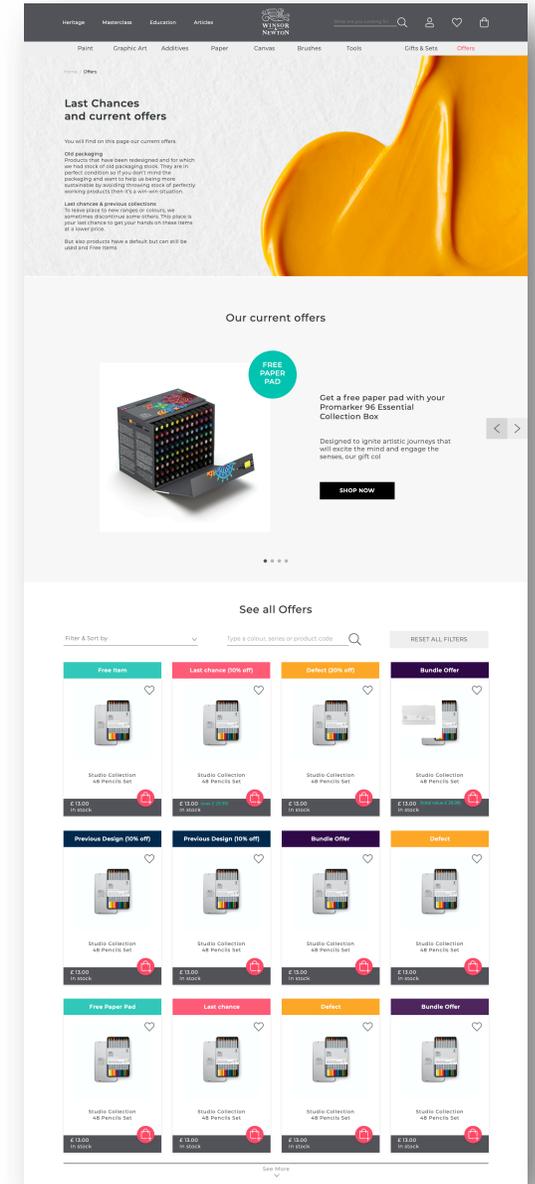
BUNDLE OFFER

LAST CHANCE

OLD DESIGN

FAULTY BUT WORKS

FREE ITEM



# My personal side hustle: The Balm Co. (brand in building)

## In a nutshell:

Outside of work, I am a **professionally qualified aromatherapist**. I am passionate about formulating skincare, perfumes and cosmetics. I have an in-depth knowledge of essential oils, botany and chemistry of plants as well as other natural and synthetic raw materials. I regularly formulate salves, balms, oils, candles, perfumes, soaps, scrubs, creams, toners and ointments.

I am currently in the process of **building my sustainable brand and ecom website as a side hustle**.

## Responsibilities:

- Brand positioning
- Brand and portfolio strategy
- Creative direction and brand guidelines
- Creation of products and sustainable ecom packaging
- Website UX/UI design and build
- And of course formulating the products!

# THE BALM CO.



# Mentoring a Junior Product Owner to deliver the redesign, replatforming and relaunch of the Snazaroo DTC ecom site.

## My role:

Product Manager and Web Strategist, Colart, 2018

## In a nutshell

A broken site that needed to be migrated as fast as possible to limit loss of users, email subscribers and sale.

## My responsibilities

- Mentored junior product owner to deliver the MVP
- Helped her to set the framework and understand the process
- Helped her define MVP requirements
- Gave and show her the tools
- Taught her how to design on Sketch and prototype on InVision and how to brief developers
- Advised her on soft skills: how to prioritise, how to communicate with different stakeholders and how to approach conflict

## Results

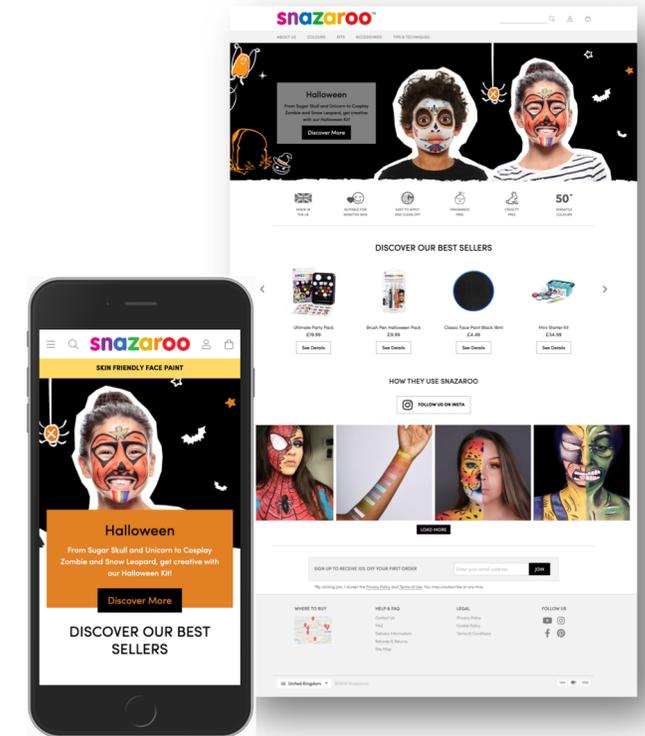
- The Junior PO felt empowered, confident and supported during the entire process
- She gained invaluable knowledge, Colart gained a highly upskilled employee
- She got promoted after successful delivery and results
- **+595% email subscribers** compared to previous period – coming from the new ecom website
- Very high increase of conversion rate: went 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%**



Full project team after the *Master Test Day* that we organised to check the QA test site before we push it live



Before



After

# Removing barriers to purchase: redesigning the Snazaroo checkout path

## My role:

Product Manager and Web Strategist, Colart, 2018

## In a nutshell

Although I was mentoring a Junior Product Owner for the Snazaroo relaunch project, I took ownership of the check out redesign as a mini project because it was extremely critical to the company and our new product owner did not feel ready to deliver this part.

The challenge? Our abandoned cart rate was extremely high.

## My responsibilities

The funnel visualisation was showing a drop at the first and last stages.

After some digging I realised that the main reason was because we were not offering guest check out. There were other barriers to purchase that I managed to remove in this new redesign, namely:

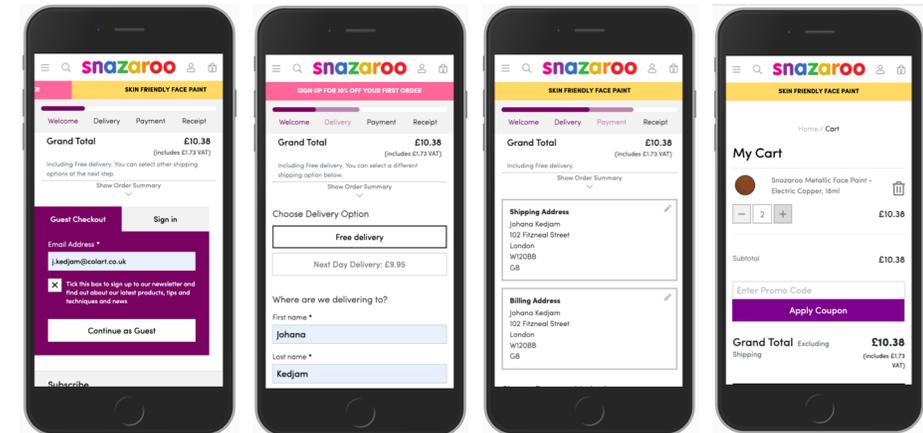
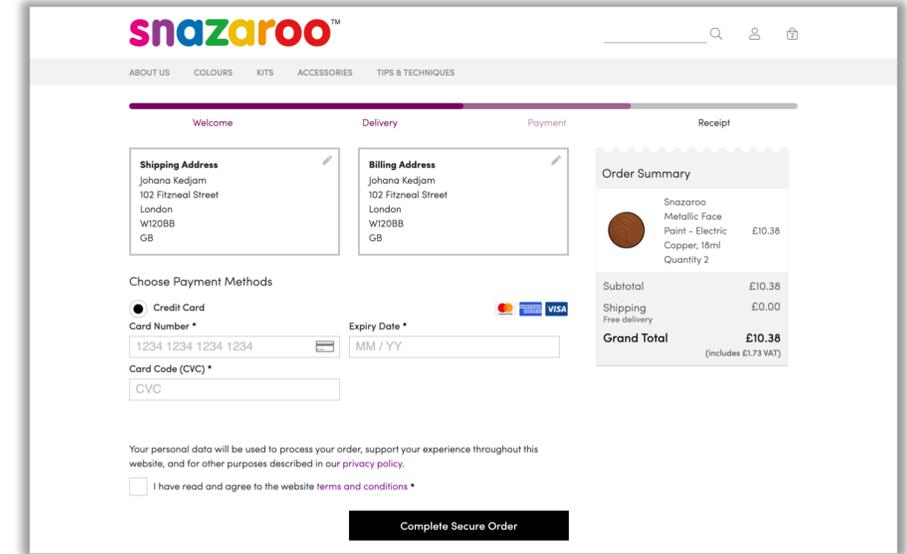
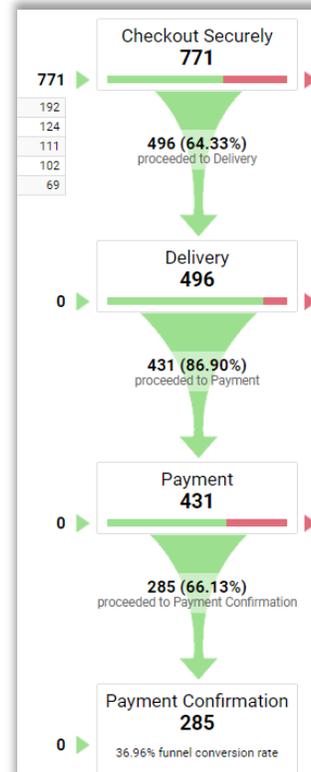
- the ease of use and cognitive responses of interactions
- the transparency of price
- showing the amount of steps and the progress to the user
- being mobile optimised

I therefore redesigned the whole journey to make it as useful and easy for the user.

## Results

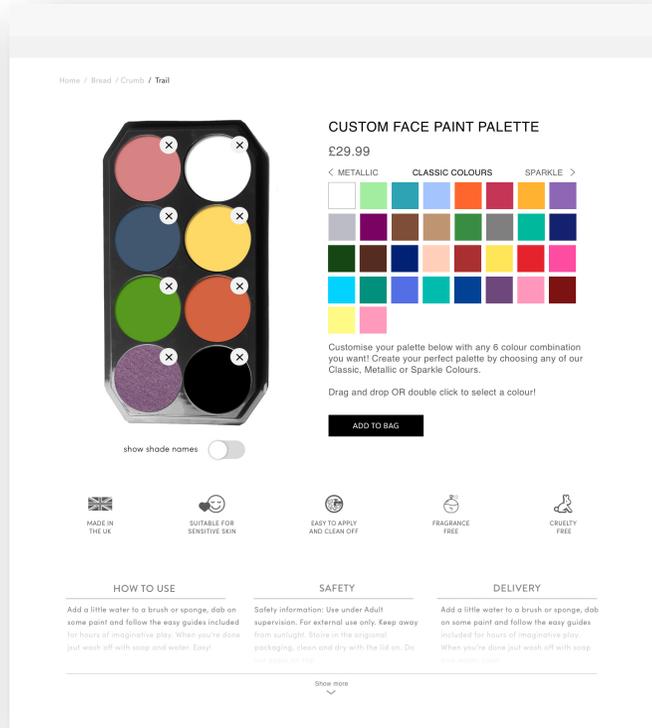
This new check out process journey has been so successful that it is now used across all ecom sites of the group.

- Decreased the cart abandonment rate
- Faster and easier (time from entering to confirmation decreased)



SNZ UX redesigned  
Check out path

Upsell/cross-sell and increase amount of first time buyers through ecom exclusive NPDs



SNZ Customisable Palette for Snazaroo website (2020)

Customisable trial box for Liquitex website.

With ecom friendly packaging that fits through the letterbox and is sustainable.

Customisable Trial Box

\$15.99 (Value of content from \$24.99)

Bla bla into, this box is super cool because you can not only try out the whole Liquitex offering but also pick your own colours. That's super cool! It's 2019!

What's inside:

- 1x 22ml Professional Soft Body Acrylic
- 1x 22ml Professional Heavy Body Acrylic
- 1x 22ml Professional Acrylic Gouache
- 1x 11ml Professional Acrylic Ink
- 1x 2ml mini Professional Acrylic Marker
- 1x 22ml Basics
- 1x 22ml Professional medium
- 1x discovery leadset

\$15.99 (Value of content from \$24.99)

MAKE MY BOX



Sustainably packed



Delivered through the letterbox



bla bla No3

MAKE MY BOX

<p>Professional Heavy Body Acrylic 22ml</p> <p>Pick colour</p>	<p>Professional Soft Body Acrylic 22ml</p> <p>Pick colour</p>	<p>Professional Acrylic Gouache 22ml</p> <p>You've selected: Turquoise - Series 1 Download PDF</p> <p>Change colour</p>	<p>Professional Acrylic Ink 11ml</p> <p>Pick colour</p>
<p>Professional Acrylic Medium 1 30ml</p> <p>Pick medium 1</p>	<p>Professional Acrylic Medium 2 30ml</p> <p>Pick medium 2</p>	<p>Professional Acrylic Marker 2ml mini</p> <p>Pick colour</p>	<p>Basics Acrylic 22ml</p> <p>Pick colour</p>

VISUALISE MY BOX

You've selected the following items:

1x 22ml Professional Soft Body Acrylic	select colour above
1x 22ml Professional Heavy Body Acrylic	select colour above
1x 22ml Professional Acrylic Gouache	\$ 9.99
1x 11ml Professional Acrylic Ink	select colour above

# DTC Ecom Website Redesign, Re-platforming & Relaunch: Charbonnel

## My role:

Product Manager and Web Strategist, Colart, 2018

## In a nutshell

One of my favourite UX/UI redesign projects was for the Charbonnel website.

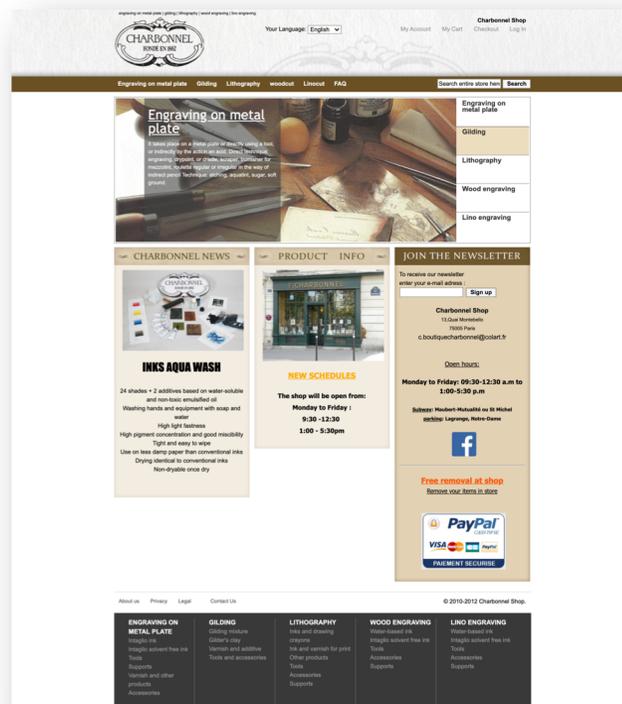
The problem? We had a completely broken site, not responsive or mobile adapted, not secure, not fully compliant with regulations and with disorganised, outdated, inaccurate or missing content.

## Responsibilities

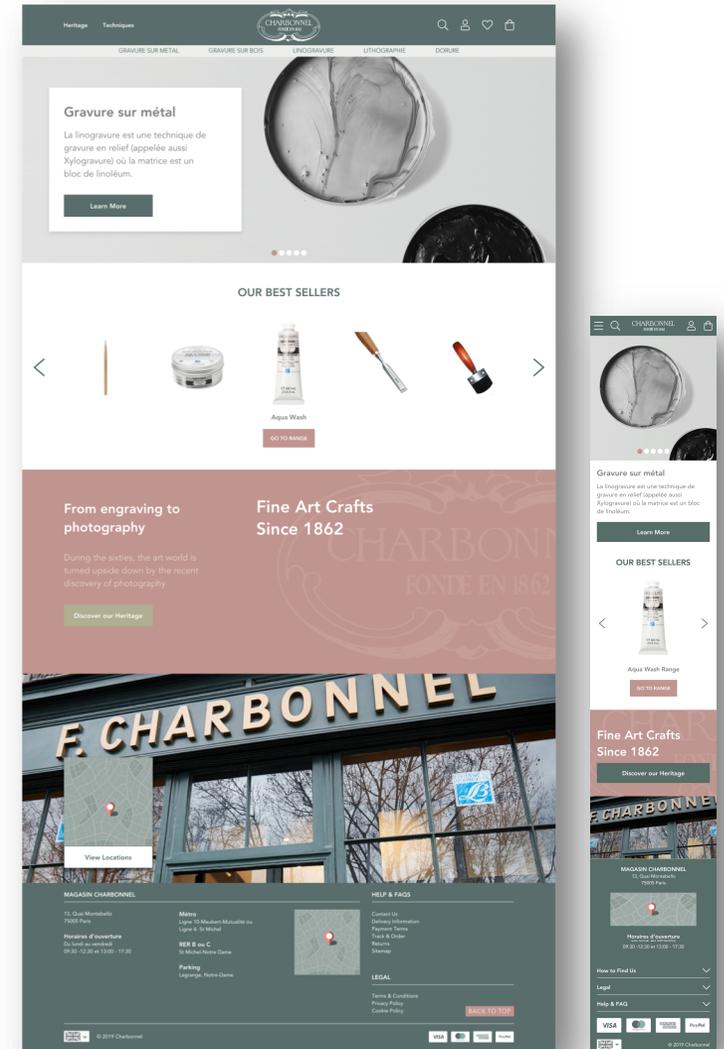
- Set up the product vision, product roadmap and MVP requirements
- Initiate and kick start the project + resource planning
- Portfolio data structure cleaning and writing in FR/EN to build the PIM (Product Information Management system)
- Creative direction and photoshoot coordination to elevate the imagery (lifestyle imagery + every single product shot)
- Complete UX and UI Redesign:
  - Wireframing
  - Journey mapping
  - Design system build
  - Pages and journeys design
  - Interaction design
  - Prototyping

Site currently being rebuilt

## Before



## After



# A selected Omni-channel Campaign: Winsor & Newton Promarker

## My role:

I led approximately 70 campaigns of this sort in the past 3 years when I was Digital Activation manager and Web Strategist/PM

## In a nutshell

The brief was to increase the awareness of both ProMarker ranges.

The objectives: improve top and middle of funnel metrics (reach, open rate, click to site, engagement across channels)

## Responsibilities

Building and implementing 360 omni-channel strategies across our global and local channels:

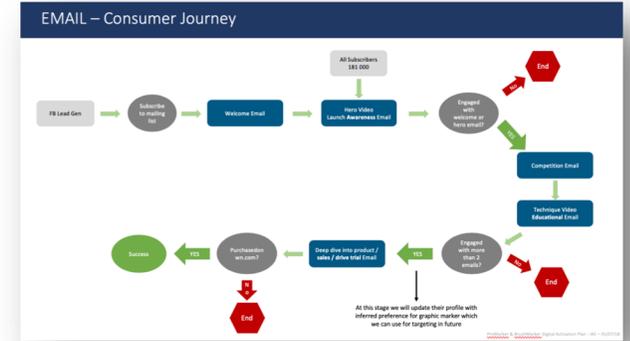
- Email
- Social media (Facebook, Insta, Youtube)
- Brand website
- Amazon brand store page and A+ pages

## Results

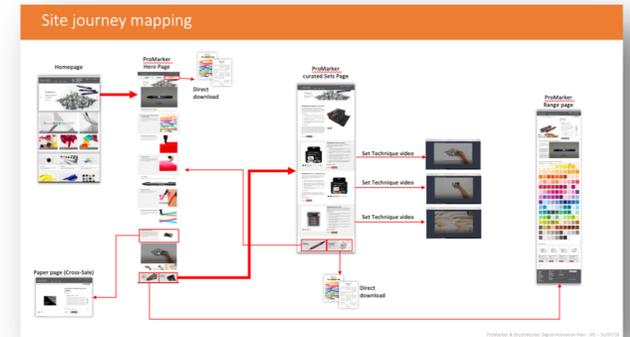
- Conversion rate increased by 42% vs PY
- Number of transactions up by 19% vs PY
- Increased time on page
- 10K new email subscribers post campaign (+6%) via website
- Doubled the email CR
- Increased social media engagement and positive sentiment



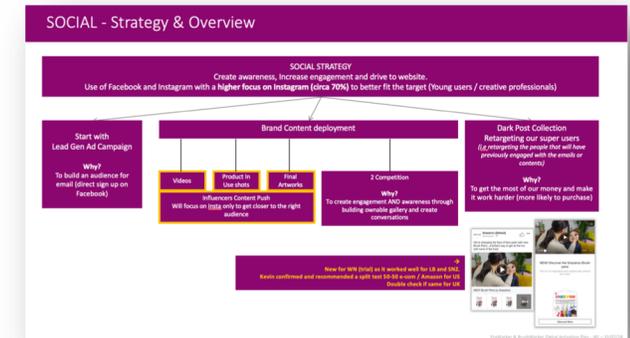
A 360 campaign: illustration



Email automation journey



Web user journey mapping



Social media strategy

# Liquitex Complete Brand Transformation (1200 SKUs)

## In a nutshell

When I arrived at Liquitex in 2014, the brand was inconsistent (See next slide) and I could see a lot of unfulfilled potential. There was a huge discrepancy between brand perception and brand aspiration. In 2016, after I got promoted, I had a clear vision of what the brand could/should be. I then I worked to make this happen.

## Responsibilities

I enterprised, strategised & led the implementation of a complete brand transformation. At all touchpoints. This represented approximately 9 different projects, involving over 40 people and took over 2.5 years to achieve.

## Results

- Over **£3 millions** growth
- More than **double ecom** turnover
- Elevated brand image
- A brand that is **consistent across all touchpoints** (offline/online)
- Increased **preference** amongst users
- **Award-winning** merchandising system

See the before/after in the next two slides



Frankfurt Trade Fair , Liquitex stand that I organised to present the brand transformation to our retailers

Turning Liquitex brand from this...



A screenshot of the Liquitex Professional website. The page features a navigation menu with links for 'Products &amp; Resources', 'Outreach', 'Inspire', and 'login'. A sidebar on the left lists categories: 'Paints', 'Mediums', 'Tools', 'Acrylic Literature', 'Video Library', 'FAQs', and 'Health &amp; Safety'. The main content area is titled 'Products' and includes a search bar, a 'Quick Links' section with icons for 'COLOR CHART', 'VIDEO', 'FAQs', 'SAFETY', and 'BUY', and a featured image of a woman's portrait. Below the image is a paragraph of text: 'Liquitex Artist Acrylic paints were created in 1955 with the aim to satisfy the needs of mural painters. As the inventor of Acrylics, we at Liquitex continually strive to uphold our tradition of innovation and always work to produce artist'. The browser's address bar shows 'www.liquitex.com/Products/' and the Windows taskbar is visible at the bottom.

...to this

Repositioning and redesign of the **whole product portfolio** - 1200 products and sets



**Complete redesign and overhaul of the merch system (42ft),** improving in-store experience, sell-in and sell-out  
 Recognised by the Point of Purchase Advertising Institute (POPAI), winning a **Gold Award outperforming Tesco and Samsung**



Example of sets redesigned



Overhaul of all communications

- social media
- print
- email
- video



Redesign and relaunch of the **e-com website**

**135%** sales of previous year achieved in the first 18 weeks of the new website relaunch



Transformation sealed with the creation of Liquitex **Brand Guidelines** explaining **how to treat the brand at each touchpoint** (product, video, social media, email) to ensure a perfect and seamless execution across countries

## Liquitex Muted Collection: NPD (19 SKUs)

### My role:

Junior Brand Manager, Liquitex - Project Lead

### In a nutshell:

A range of 5 new colours available in 3 different fluidities + 3 sets + 1 counter top unit.  
Perfectly intermixable and colour matching. Aligned with colour trends at time of launch.  
Time from initiation to launch: 10 months

### Responsibilities:

- Initiated the project
- Briefed the lab to develop the formulations
- Worked with ops to develop the range
- Full creative direction (product and packaging design, full communications toolkit)
- Full pricing strategy and P&L ownership
- Get buy-in from GMT and local markets (commercial and marketing teams)
- Project management

### Results:

- **Promoted** to Global Brand Manager following the success of this project
- got buy-in from local markets to a point where **forecast increased by 76%**
- margin doubled from exploratory to implementation
- Just 5 ink colours drove **34% growth** across the entire ink category in US
- **+5% on Soft Body** range (range in decline for 5 years)
- Muted Ink set #1 **best seller on Amazon** within Art Painting kits
- Comms **Toolkit used as best practice** across the business

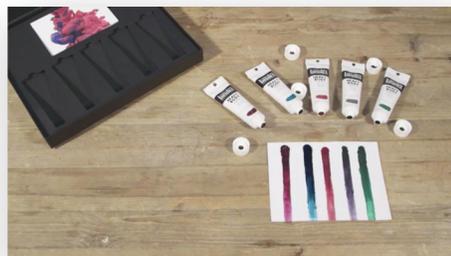


# Liquitex Muted Collection: Toolkit overview

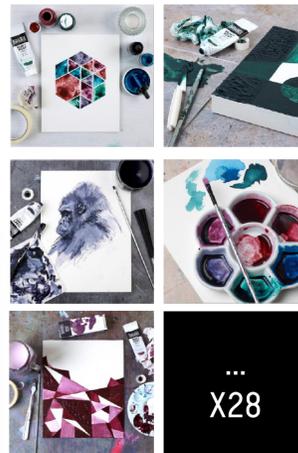
I led the whole creative process, organized and directed photo and video shoots as well as post production.



Flagship Video that I directed  
[HERE](#)



Set Unboxing Video that I directed  
[HERE](#)



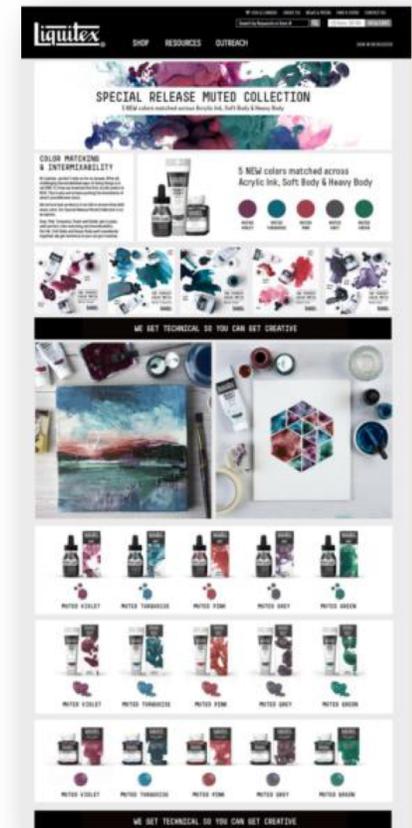
28 Lifestyle shots



Ecom – swatches to show texture difference and colour matching



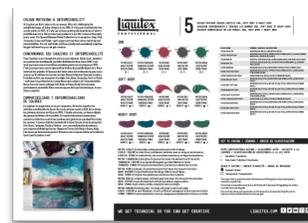
Ecom - Lab swatches to show opacity and tint



Web landing page



“Colour match” messaging insta ads



Colour chart leaflet



Official Adverts



Counter Top Unit



Thank you for reading,  
Keep in touch!

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Contact me

07 849 406 554

[j.kedjam@outlook.com](mailto:j.kedjam@outlook.com)

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<https://www.linkedin.com/in/johana-kedjam/>

Check my website

[www.johana-kedjam.com](http://www.johana-kedjam.com)