



## Johana Kedjam

Head of Digital Product & Marketing Strategy / CX Ecommerce

My name is Joey, I am **French** living in London. I am an **award-winning T-shape marketer with over 12 years experience** in building brands, digital strategies and digital products (D2C ecom and B2B websites).

Highly strategic but with a hands-on approach, my strengths lie in **owning, shaping and driving** the implementation of **strategic ecom roadmaps** that elevate the **end-to-end CX** at every touch point and grow the business.

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. I drive projects with **passion** and I happily take on my time to **mentor juniors**.

Outside of work, I am a professionally qualified aromatherapist and I love making **balms, candles, mists and oils**.

London based (W6)  
Open to remote or hybrid  
Dual Citizenship (French / British)  
UK driving license

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### Education

**Masters in Communications - Class Valedictorian**  
EFAP Lille Europe (Communications & Marketing)  
Sept 2007 - June 2011

**Aromatherapy diploma**  
International Federation of Aromatherapy  
Sept 2018 - February 2020(2020)

**As I am a learner, I often enrol courses to upskill my profile** (mentoring and management courses, Leadership, SEO, Agile, Product Management, UX design, AdWords, Facebook Ads Manager and more).

### Tools & Competencies

<b>Languages</b>	English (fluent) / French (native)
<b>Design &amp; prototyping</b>	Figma / Sketch / InVision / InDesign
<b>Web / CMS</b>	Shopify / Wix / WordPress / Magento / Contentful / WooCommerce
<b>SEO</b>	Screaming Frog / Yoast / Brightedge
<b>Planning &amp; PM tools</b>	Miro / Jira / Monday / Jira / Trello
<b>E-CRM / AI</b>	DotDigital / Nosto / Lithmus / Hubspot
<b>Social scheduling</b>	Insta & Facebook (Ads Manager, Catalogue manager, Business Manager, Creator Studio) / Later.com / Youtube Studio / Pinterest

### Experience

#### Head of Digital Product

The Rug Company (Luxury retail)

// Apr 2022 - Jun 2022

#### Responsibilities

- Setting up **processes and structure** for bringing **business efficiency** (creation of a digital product pipeline, set up Agile delivery framework, gate process, campaign plans etc)
- **Recruiting, onboarding and mentoring** an ecom coordinator and advocating for the creation of a personal development framework
- Building and prioritising the **roadmap, budget and resource planning**
- **Redesigning key UX journeys** to a more **usable experience** and **premium feel**, and **enriching the content on site**
- Leading **discovery workshops** to get deep user understanding and gather product requirements
- Improving **insights gathering** (initiating AB tests, working on bringing new behavioural analysis and user research tools to the business, implementing Hotjar and creating surveys, and adding GA set up to dev pipeline)
- Leading projects to implement **CRO-driven features** (new BNPL payment solution, virtual shopping, book online appointments)

**Senior Product Manager - Ecom CX lead**

Trinny London (Cosmetics)

// Feb 2021 - Mar 2022

## Responsibilities

- **Leading the biggest transversal with two agile squads of developers and building an Ecommerce Product function** (hiring & mentoring 3 direct reports) in order to deliver a highly ambitious roadmap and prepare for scale up.
- Defining 3-year and yearly strategy and budget for Ecom, defining initiatives that **balance the channel mix** to ensure **profit and revenue maximisation** throughout the customer journey (from **acquisition, conversion and retention**).
- Bringing **A/B testing** capabilities to the business in order to **optimise conversion and lead gen**.
- **Leading the delivery** of all product launches on site, commercial initiatives, BAU, **new functionalities** and **UX/UI improvements** for optimum merchandising.
- Advocating for an **insight driven** business through incorporating data and analysis in everything we do.
- **Establishing processes** across the business and **advising C-suite** on our move from a start up to an established company.

## Key achievement

**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)

**Senior Product Manager & Digital Strategist**

Brand Flakes (Company Director)

// Dec 2019 - Feb 2021

## Responsibilities

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

## Key achievements

- 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 products) - [Portfolio slides 9-14](#)
- **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**.

**Lead Product Manager & Group Web Strategist**

Colart (Art Materials)

// Sept 2018 - Dec 2019

## Responsibilities

**Responsible for a portfolio of 8 websites** (D2C ecom and non ecom). I was the first Product Manager in the company, responsible for developing the product strategy and roadmap for the whole 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

## Key achievements

- Successfully led and delivered **6 multi-lingual website platform migration projects** [Portfolio slides 16-19](#)
- **Negotiated and brought a new SEO platform** to the group and **built SEO strategies** to improve relevancy, traffic and engagement of brands
- **Mentored a junior** Product Owner who **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**.

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**Digital Activation Manager, Winsor & Newton / Snazaroo**      **Colart (Art Materials)**      // Feb 2018 - Aug 2018

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- Responsibilities**      Looking after the activation of 2 brands, I was building and implementing **360 omni-channel 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.
- Key achievements**
- 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 (**portfolio slide 20**) 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

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**Global Brand Manager, Liquitex**      **Colart (Art Materials)**      // Apr 2014 - Feb 2018

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- Responsibilities**
- Defined the **global brand strategy** and vision (5 years Long Range Plan, yearly brand plans)
  - **Owned the P&L**
  - **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)
  - 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 im-plemented 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**
- Key achievements**
- 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**. **Portfolio slide 24-25**
- I then delivered the proudest achievement of my career. In **2 years**, I enterprised, strategised & led the implemen-tation 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**. **Portfolio slides 21-23**
- Discontinued 650 low performing SKUs**, directly **increasing bottom line profit by >350K** and improving brand **portfolio health**.

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**Marketing and NPD Assistant**      **Jacomo (fine fragrance), France**      // Oct 2011 - Oct 2013

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The start of a passion for fragrances and product making. For two years, I helped the brand to elevate the level of its communi-cations to retailers and consumers through visually impactful assets and trade-marketing tactics before being given the responsibility to devel-op and launch two new fragrances.

- Key achievements**      Developed and launched **2 new perfumes**

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**Event Project Manager, Marketing Project Manager**      **Multiple agencies, France**      // Sept 2007 - June 2011

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I worked in multiple agencies as Event Manager, Project Manager, PR Coordinator, Advertising Officer