



## Johana Kedjam

Head of Ecommerce Marketing / Digital Product

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 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, mists and oils**.

### Get in touch

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Website [here](#)

LinkedIn [here](#)

### Useful information

London based (W6)

Indefinite Leave to Remain (ILR)

UK driving license

[Download my portfolio](#)

## 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

As I am a learner, I often enrol courses to upskill my profile e.g:

- 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)

## Tools & Competencies

### Languages

English (fluent) / French (native)

### Design & prototyping

Figma / Sketch / InVision / InDesign

### Web CMS / Ecom Platforms / SEO

Shopify / Wix / WordPress /  
WooCommerce / Yoast / Brightedge

### Project Management

Monday / Jira / Asana

### Email / Automation / E-CRM / AI

DotDigital / Nosto / Lithmus / Hubspot

### Social scheduling

Insta & Facebook (Ads Manager, Catalogue manager, Business Manager, Creator Studio) /  
Later.com / Youtube Studio / Pinterest

## Senior Product Manager - Ecom CX lead

Trinny London (Cosmetics)

// Since February 2021

Responsibilities	<ul style="list-style-type: none"> <li>• <b>Leading the biggest transversal</b> with <b>two agile squads of developers</b> and <b>building an Ecommerce Product function</b> (hiring 3 direct reports) in order to deliver a highly ambitious roadmap and prepare for scale up.</li> <li>• Defining 3-year and yearly strategy and budget for Ecom, defining initiatives that <b>balance the channel mix</b> to ensure <b>profit and revenue maximisation</b> throughout the customer journey (from <b>acquisition, conversion</b> and <b>retention</b>).</li> <li>• Bringing <b>A/B testing</b> capabilities to the business in order to <b>optimise conversion and lead gen</b>.</li> <li>• <b>Leading the delivery</b> of product launches on site, commercial initiatives, BAU and new functionalities and UX/UI improvements for optimum merchandising.</li> <li>• Advocating for an <b>insight driven</b> business through incorporating data and analysis in everything we do.</li> <li>• <b>Establishing processes</b> across the business and <b>advising C-suite</b> on our move from a start up to an established company.</li> </ul>
Key achievement	<b>Drove the biggest sales day of all time</b> - bringing <b>£3M revenue in 24h</b> (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 beauty, sustainability, media publishing, digital assets, food & beverage, fine art and craft.
Key achievement	<ul style="list-style-type: none"> <li>• In 6 months, keeping Colart as a client, I successfully <b>redesigned and led the replatforming and relaunch of the Winsor &amp; Newton D2C ecom website</b> (over 700 core pages, 4200 products) - <b>Portfolio slides 9-14</b></li> <li>• reached the email acquisition KPI for Liquitex (<b>90k subscriptions</b>) <b>two months earlier</b> than expected, through building and implementing <b>omni-channel acquisitions strategies</b> where social media, CRM and email initiatives are used the smart way.</li> <li>• Brought in as a consultant to advise a client (home services magazine) on their digital transformation journey, I <b>was offered the role of Head of Marketing</b>.</li> <li>• in 3 months of a summer digital activation project, drove <b>4 months of consecutive ecom growth</b> (number of transactions and AOV) through leveraging offers (bundling, competitions) on social media and email, and delivered the <b>most engaging</b> Facebook post, Insta post and the <b>most clicked email of the year</b>.</li> </ul>

## Lead Product Manager & Group Web Strategist

Colart (Art Materials)

// Sept 2018 - Dec 2019

Responsibilities	<p><b>Responsible for a portfolio of 8 websites</b> (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, <b>establishing the team (including hiring)</b> and creating <b>processes and frameworks</b>.</p> <p><b>Web and ecom growth strategy:</b></p> <ul style="list-style-type: none"> <li>• Devised product vision, key objectives, initiatives and priorities for each brand, setting priorities</li> <li>• Built feature release and optimisation plans including A/B test hypotheses to improve consumer journey</li> <li>• Planned and managed the go-to-market strategies and execution of campaigns, lifecycle and evergreen plans</li> <li>• 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</li> </ul> <p><b>Leadership &amp; resource management:</b></p> <ul style="list-style-type: none"> <li>• Responsible for the resource planning and web budget</li> <li>• Mentored, developed and supported a team of 5</li> <li>• Stakeholder management and getting buy-in (brand, commercial teams, C-suite and board members)</li> </ul> <p><b>Websites redesigns and re-platforming:</b></p> <ul style="list-style-type: none"> <li>• Led and empowered junior POs to lead website redesign and platform migration projects</li> <li>• Creative direction, content creation and SEO work for all sites</li> </ul>
Key achievements	<ul style="list-style-type: none"> <li>• Successfully led and delivered <b>6 multi-lingual website platform migration projects</b> <b>Portfolio slides 16-19</b></li> <li>• <b>Negotiated and brought a new SEO platform</b> to the group and <b>built SEO strategies</b> to improve relevancy, traffic and engagement of brands</li> <li>• <b>Mentored a junior Product Owner</b> who <b>got promoted</b> after successfully shipping the MVP of the new Snazaroo website <ul style="list-style-type: none"> <li>• <b>+595%</b> email subscribers compared to previous period - coming from the new ecom website</li> <li>• Quadrupled Conversion Rate from <b>0.44% to 1.96%</b></li> <li>• Average Order Value increased <b>by 18%</b> (from £20.68 to £24.31)</li> <li>• <b>25%</b> Bounce Rate Decrease</li> <li>• Page views <b>up by 22.4%</b></li> <li>• Session duration <b>up by 21.2%</b></li> </ul> </li> <li>• Have set a new standard for web in a context of digital transformation: <b>advocating for a D2C shift</b> through major web changes across our brands and <b>shifting minds to a more commercially savvy, insights led and consumer centered approach</b>.</li> </ul>

## Digital Activation Manager, Winsor & Newton / Snazaroo

Colart (Art Materials)

// Feb 2018 - Aug 2018

- 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

## Global Brand Manager, Liquitex

Colart (Art Materials)

// Apr 2014 - Aug 2018

- Responsibilities**
- **Defined the global brand strategy** and vision (5 years Long Range Plan, yearly brand plans)
  - **Led and implemented the core NPd pipeline**
    - o development of brand new product ranges
    - o full relaunch of a declining core category
    - o 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 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**
- 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 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**. **Portfolio slides 21-23**
- Discontinued 650 low performing SKUs**, directly **increasing bottom line profit by >350K** and improving **brand portfolio health**.

## Marketing and NPd Assistant

Jacomo (fine fragrance), France

// Oct 2011 - Oct 2013

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 and **trade-marketing tactics** before being given the responsibility to develop and launch two new fragrances.

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

## Event Project Manager, Marketing Project Manager

Multiple agencies, France

// Sept 2007 - June 2011

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