

Summary

Product professional with 10+ years' experience across **product management, website optimisation, eCommerce, and category strategy**. Skilled in user engagement, experimentation, and conversion-focused development. Currently focused on roles that build on my **optimisation expertise** while expanding into broader areas of product strategy and delivery.

Key Projects and Achievements

Royal Horticultural Society (RHS): Tested hypotheses and implemented new features through 87 orchestrations, including personalisation and experiments, improving conversion funnels, user journeys and engagement, resulting in an ROI of £864k for the digital platforms in 2024.

Nelsons - Rescue Remedy, Bach Flower, Spatone, Teetha and Arnicare: Reduced running costs and increased global user engagement, as measured by global KPIs (Conversion from 4% to 5.6%, add to basket 12% to 19.2%, total global users increased by 120% or 2.7 million), by managing the migration, localisation and strategy of Nelsons 35 websites across 13 countries, five brands, and eight languages.

Belliz Company: Achieved a 2% market share by successfully launching a double edge razor product line, leading the entire development process from conception and research to prototyping and lifecycle management.

Talking Tables: Accomplished a 45% daily increase in mailing list subscribers and an average order value 108% higher for those using the discount, as measured by the introduction of a subscriber pop-up offering £10 off on orders over £70 on the UK (D2C) website.

Trotters Childrenswear: Delivered a reduction in no-shows, improved customer engagement, and an enhanced user experience, as measured by the successful implementation of SMS notifications using Vonage APIs (formerly Nexmo) for hairdressing online bookings.

VisitBritain (Official tourist board for Great Britain): Delivered a 3-5% sales increase and gained a key advantage in supplier negotiations, as measured by the implementation of an upselling section ("You might also like") in the Order Confirmation email.

Career progression

Coca-Cola FEMSA	Belliz	Modern families	VisitBritain	Trotters Childrenswear	Talking Tables	Nelsons	RHS
Research and Evaluation Executive	Product Category Manager	Digital Marketing Intern	Ecommerce Platform Executive	Ecommerce Manager (Maternity Cover)	Ecommerce Trading Manager	Product Website Manager	Product Owner Optimisation
BEVERAGE 2005-07	HEALTH & BEAUTY 2009-11	START UP (ERASMUS) 2013	TOURISM 2013-17	FASHION RETAIL 2017	CONSUMER GOODS 2018-19	HEALTHCARE 2019-22	SUBSCRIPTION & EVENTS 2022-(Present)

Skills

Product Skills: Product discovery, backlog prioritisation, user story writing, roadmapping, A/B testing & experimentation, user research, journey mapping, KPI definition, Agile/Scrum methodologies, value proposition design.

Soft Skill: Leadership, communication, cross-functional collaboration, empathy, problem solving, influencing without authority, adaptability, creativity, customer-centric mindset, and cultural intelligence.

Technical Skills: JavaScript, C#, ASP.NET Core, API, HTML, CSS, SQL and Version Control (Git).

Professional Experience - Key Highlights

- Product Owner - Optimisation (Web & App) | [Royal Horticultural Society](#) - London, UK | OCT 2022 - PRESENT (2 yrs 7 mos) | SUBSCRIPTION & EVENTS**
- Experimentation / Personalisation** - Refined user segmentation, personas, and cohorts, as measured by conducting market research and user behaviour analysis to identify stakeholder needs and target audiences across various products, and targeted these audiences through tailored campaigns and promotions.
 - UX/UI** - Increased conversions and improved user experience, as measured by collaborating with UX/UI designers to redesign and continuously improve key pages and funnels. This involved creating wireframes, prototypes, and utilising various design techniques and insights from user behaviour data.
 - Mobile App** - Enhanced user experience and increased conversions, as measured by optimising the [RHS Grow](#) app's ASO, improving onboarding steps, conducting A/B testing, and enhancing the user journey through various platforms such as RevenueCat and Contentsquare.
 - Team building and leadership** - Improved team performance and stakeholder collaboration, as measured by forming a new team, providing Agile mentoring to three managers and one junior role, and supporting them in achieving their goals.
 - Digital Platforms** - Achieved ROI for all implemented platforms, as measured by successfully onboarding and implementing Optimizely, Yext, Google Analytics 360, Cloudflare, OneTrust, and Contentsquare as part of the company's digital transformation.

- Product Website Manager | [Nelsons](#) - London, UK | MAR 2019 - OCT 2022 (3 yrs 8 mos) | NATURAL HEALTHCARE**
- Project Management** - Optimised SEO, CRO, digital analytics, and eCommerce performance, by leading the development and management of a global website encompassing 35 localised websites across 13 countries, five brands, and eight languages in a highly regulated healthcare environment.
 - Stakeholder management** - Enhanced user engagement and ensured cultural relevance, as measured by partnering with regional teams and local distributors to customise the website platform for local audiences, meeting product requirements and local regulatory standards.

- Ecommerce Trading Manager | [Talking Tables](#) - London, UK | JAN 2018 - MAR 2019 (1 yr 3 mos) | CONSUMER GOODS (Party Supplies and Games)**
- Product Feature** - Accomplished the successful integration of the eCommerce platform with the ERP, as measured by reducing manual work and minimising human error, by implementing real-time automation of price updates and stock availability via API.

Ecommerce Manager (Maternity Cover) | [Trotters Childrenswear](#) - London, UK | MAR - DEC 2017 (10 mos) | FASHION RETAIL (Luxury)

- **CRO** - Increased the conversion rate by 12% from making delivery options visible in the basket and by 3% from displaying payment logos in the checkout, by conducting A/B tests in these key areas of the website.

Ecommerce Platform Executive | [VisitBritain](#) - London, UK | AUG 2013 - MAR 2017 (3 yrs 8 mos) | TOURISM (Official tourist board for Great Britain)

- **CRO** - Improved the conversion rate and boosted sales by implementing new payment methods for Chinese and German customers, introducing Union Pay for Chinese customers, and ELV and SEPA for the German customers.
- **Product Feature** - Implemented upselling in the Order Confirmation email, resulting in an immediate 3-5% sales increase. This email section later became a key advantage in negotiations with new suppliers. Helped implement the Affiliates program

Digital Marketing Intern (under the LLP/Erasmus Placement Programme) | [Modernfamilies](#) - Linz, Austria | JAN - MAY 2013 (5 mos) | START UP

- **Product performance** - Increased user engagement and brand awareness by optimising the start-up product and its digital platforms, through implementing SEO and CRO best practices.

Student & Web Freelancing | [Vacanze Animalì](#) - Perugia, Italy | SEP 2011 - DEC 2012 (1 yr 4 mos) | MASTER'S DEGREE

- **SEO** - Enhanced SEO ranking as a web freelancer for the Italian online portal Vacanze Animalì, specialising in travel with pets, as measured by optimising its content, while on a study break to pursue a master's degree in Italy.

Product Category Manager | [Belliz Company](#) - São Paulo, Brazil | JUL 2009 - AUG 2011 (2 yrs 2 mos) | HEALTH & BEAUTY (Personal care)

- **Product performance** - Managed product development for Oral Care, Nail Care, Shaving Razors, and Professional Hair Scissors categories, from initial product ideas and customer research to attending international expos, sourcing suppliers, training the commercial team, and launching the products.

Trade Marketing Executive | [International Meal Company](#) - São Paulo, Brazil | MAR 2008 - SEP 2008 (7 mos) | FOOD SERVICE (Restaurants)

- **Trade Marketing** - Improved customer engagement and brand visibility by creating and executing in-store promotions, enhancing in-store visual communication branding and product promotion, coordinating new store opening events and implementing an on-premise marketing calendar of activities for venues.

Market Research and Evaluation Executive | [Coca-Cola FEMSA](#) - Curitiba, Brazil | JUL 2005 - NOV 2007 (2 yrs 5 mos) | BEVERAGE

- **Analysis** - Assisted in the development and assessment of market research, as well as the evaluation of marketing campaigns, commercial strategies, and competitor strategies. By processing and analysing market research data, I reported on market trends and insights, supporting informed decision-making.

Education and Certifications

Communication and Media Studies: Master's degree 2014 [Università per Stranieri di Perugia](#) - Italy

Certificate in Marketing Management: Specialisation 2009 [Insper](#) - Brazil

Social Communication & Advertising: Bachelor's 2006 [Unicuritiba](#) - Brazil

Awards

Town Hall 'Thank You' Recognition (Q2 2021): Nelsons Healthcare in-house honour awarded quarterly based on colleagues' votes.

Power of Passion Award (2022): Nelsons Healthcare in-house honor awarded annually for demonstrating passion (implemented translation and localisation strategy in international markets).

Courses

Certified Scrum Product Owner

[Scrum Alliance](#) (2022)

Working in a Non-Technical Agile Team

[QA Ltd](#) (2018)

Languages

Fluent: English, Italian, Portuguese

Conversational: Spanish

Fundraising experience

2023 London Marathon: [Parkinson's UK](#)

2021 London Marathon: [SportsAid](#)

2017 London Marathon: [Parkinson's UK](#)