

Priya Shah

Marketing Manager

CONTACT

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SKILLS

- Paid social
- Google Ads
- SEO
- Email marketing
- Marketing analytics
- Budget management
- Content strategy
- Team leadership

SUMMARY

Marketing manager with 6 years in e-commerce growth. Owned a \$1.2M annual paid budget, lowered cost per acquisition by 28% and built the email programme that now drives 31% of revenue.

EXPERIENCE

Marketing Manager

2022 — Present

Northwear

- Managed \$1.2M/year in paid media; cut blended CPA by 28% while growing orders 35%.
- Built lifecycle email flows that grew email revenue share from 12% to 31%.
- Grew organic traffic 3x in 18 months with a content and technical SEO programme.
- Led a team of 4 marketers and 2 agencies.
- Launched a referral programme that brought 9,000 new customers in year one.

Growth Marketer

2019 — 2022

BloomBox

- SEO organic traffic 3x
- Referral programme 9000 customers