



FRACTIONAL

FRACTIONAL TALENT

About:



She is an accomplished growth leader with a remarkable history of driving digital growth for tech and eCommerce ventures, spanning over 13 years. Her exceptional skills lie in crafting comprehensive full-funnel growth systems, all meticulously driven by data. She is renowned for her collaborative, results-focused approach, and her unwavering obsession with providing top-notch customer experiences.

Having been exposed to a diverse array of people and currently in pursuit of her next remote opportunity, she has collaborated with some of the most renowned eCommerce brands in the industry and has a history of supporting high growth startups.

Areas of Expertise:

- Helping drive multi-channel growth
- Developed a comprehensive 360 Growth Intelligence Program for devising growth models and strategies
- Building, coaching, and managing sizable, multi-disciplinary teams
- Spearheading cutting-edge digital transformation initiatives on a global scale
- Catalysing substantial online revenue growth, benefiting both startups and Fortune 500 companies
- Collaborating with startup founders to conceptualise, launch, and expand direct-to-consumer (DTC) ventures
- Implementing digital and eCommerce transformational strategies that have achieved remarkable +144% eCommerce growth
- Conducting growth strategy workshops

Strengths:

- Proficient in budget and P&L management
- Meticulous campaign planning
- Formulating eCommerce marketing strategies across paid media, SEO, organic social, affiliates, and CRM
- Collaboration with venture capital firms, including ZX Ventures

Recommendation:



Working with her and her team was a real game changer for Camden Town Brewery. Her knowledge of digital is unparalleled and she is fantastic at taking a holistic view of your total business. The progress we made in such a short space of time was incredible to see and went beyond our expectations. The insights we gained from the data analysis helped inform our strategy going forward.

She gave us the foundations we needed for success, which we still use to this day. But maybe the best thing about working with her is that she is an absolute delight. She was so supportive through the whole project and beyond. The entire team benefitted from working and learning from her and enjoyed it immensely.

Maddy Morgan, Head of eCommerce
Camden Town Brewery



She is not only highly strategic but has a deep, operational understanding across the breadth of digital platforms and mediums. This means she is ideally placed to inspire and lead teams to deliver at speed but also has the in-depth knowledge to challenge, ask difficult questions and ensure the best possible job is done. She is an outstanding leader and digital thought leader.

Tessa Tysome, UK Marketing Director
Nike

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