



Julia Ferreri

STRATEGIC DIGITAL
MARKETER

📍 London, UK

✉ jayferreri@gmail.com

🌐 juliaferreri.com

🌐 www.linkedin.com/in/julia-ferreri-41b9b3a8/

PROFILE

Boston native living in London. Passionate about sustainability, innovation, driving results, and capitalising on opportunities in emerging marketing trends. Enjoys painting, writing, and yoga in her free time.

SKILLS

- Digital Marketing Strategy
- Market Research (Qualitative and Quantitative)
- Marketing Analytics
- Neuromarketing Strategy
- Social Media Management
- Salesforce Marketing Cloud
- Hootsuite
- Adobe Photoshop, InDesign and Illustrator
- Final Cut Pro, Avid and Adobe Premiere
- Reporting out on data using Tableau and Sparkpost

RELEVANT WORK EXPERIENCE

CRM MARKETING SPECIALIST

Tripadvisor

May 2019 - Aug 2021

- Product manager for various global email campaigns sent to over 110 million users in 31 different languages.
- Surpassed 2019 marketing revenue goal by 3.3% generating a revenue stream of \$14 million
- CRM marketing lead for TA Plus emails, surpassing acquisition goal in the first month
- Building within HTML code, submitting translation requests, and quality checking all owned emails
- Conceptualising and executing new tests within email campaigns to generate incremental revenue and increase client engagement

CO-FOUNDER AND CMO

ACK Roasters

June 2020 - Present

- Heading all marketing for start-up coffee subscription company
- Implementing marketing processes, developing brand voice, and managing all aspects of company promotion

MARKETING ASSOCIATE

World Congress

Oct 2018 - July 2019

- Research, develop and implement marketing strategies for over 10 health care conferences, targeting various audiences, engaging potential attendees, sponsors and media partners
- Build and execute email campaigns in Salesforce Marketing Cloud

INTERNSHIP WORK AT:



NBCUniversal



EDUCATION HISTORY

Digital Marketing MSc

Sept. 2021 - Jan 2023

King's College London

Double BA in
Communication Studies
and Media Arts

Sept. 2013 - May 2017

Sacred Heart University

Graduated Magna Cum Laude