

**SALINA CHRISTMAS, CRM & CONTENT MARKETING
2004 - PRESENT**

DATE	CLIENT	SECTOR	PROJECT	RESULTS
May – July 2018	Lumity Life	FMCG	<p>Publications: “Lumity Life Weekly Newsletter”, “Lumity Life Stockist Newsletter”.</p> <p>Websites: https://lumitylife.co.uk (UK), https://lumitylife.com (US).</p> <p>Industry: B2C fashion and beauty e-commerce.</p> <p>Established user-generated contents (UGC) and interactivity as a feature in newsletters</p> <p>Stronger push in requesting reviews via Trustpilot campaigns</p> <p>CRM objective: clear distinction in messaging between email newsletters (editorial) and automated emails (receipts).</p>	<p>GDPR (May 2018):</p> <ul style="list-style-type: none"> • Outlined governance and implementation for GDPR compliance. • Database before GDPR: 16,535. After GDPR: 12,606. <p>Segmentation (July 2018):</p> <ul style="list-style-type: none"> • Categorized segments, previously identified via regions, into Members, Single Orders and Repeat Purchasers. • UK Members: 10,463. UK SO: 1145. UK Repeat Purchasers: 1595. US All: 4921. <p>Insights, reporting and trackability:</p> <ul style="list-style-type: none"> • Introduced UTM tagging that follows an agreed naming convention. • YOY growth in July 2018: Contacts grew by +51% to 17,837. Open rate rose +16% to 3272. • Open rates: Active clients 30%, Single Orders 20%, Members 15%. <p>E-commerce notifications:</p> <ul style="list-style-type: none"> • Identified and edited 26 UK emails and 36 US emails. • Recommended and improved user journey (UX) for online purchasing

				<p>and e-fulfilment.</p> <ul style="list-style-type: none"> Created brand identity for Shopify and ReCharge payment emails. <p>Publishing and house style:</p> <ul style="list-style-type: none"> Introduced sign-offs for email newsletters (editorial) and database editing (CRM). Introduced KPIs, baseline tracking and asset management to CRM team.
June 2015 – Feb 2018	EarthportFX	Foreign exchange	<p>Publication: “EarthportFX Daily Market Report”.</p> <p>Industries: Money transfer, FX consumers, e-commerce (B2B, B2C).</p> <p>Websites: www.earthportfx.com.</p> <p>Web visits: EPFX 3574 (Dec 2017)</p> <p>Email editions: daily FX alerts; special editions; operational emails.</p> <p>Email objective: Used emails as digital object to track buying signals.</p>	<ul style="list-style-type: none"> Email subscribers: 4429 (Dec 2017) Open rates: 28% - 30% Email products: daily FX alerts; special editions; operational emails. Email objective: Used emails as digital object to track buying signals. Email platforms: Pardot, Marketo. Languages: HTML, CSS CRM: Salesforce <p>Key email metrics:</p> <ul style="list-style-type: none"> Email alerts: Open / render rates. Click-through rates. Unsubscribes.
March 2015 – Feb 2018	Earthport Payment Network	Payments	<p>Publication: “Earthport Weekly Newsletter”.</p> <p>Industries: Payments, banking (B2B).</p> <p>Websites: www.earthport.com.</p> <p>Web visits: EP 10,603 (Dec 2017).</p>	<ul style="list-style-type: none"> Email subscribers: EP Weekly 1642 (Dec 2017) Open rates: 13% - 15% Email platforms: Pardot, Pure360. Languages: HTML, CSS CRM: Salesforce Email products: weekly email bulletins; special editions;

				<p>operational emails.</p> <ul style="list-style-type: none"> Email objective: Used emails as retention of clients and prospects (prospects take up to two years to start paying money).
September 2013 – December 2013	Lightspeed Research (WPP)	Digital market research	<p>Industries: Pharmaceuticals, pharmacy, FMCG, sports / active lifestyle.</p> <p>Website: www.lightspeedresearch.com.</p> <p>Email platform: In-house.</p> <p>Product management: Facebook Connect, Facebook app, Kantar Mobile Connect, TicTrac.</p> <p>Demand generation: Develop USP for new digital survey products using metered apps for Android and iPhone, Facebook apps, Facebook surveys, mini polls.</p> <p>Customer loyalty and retention: Budget management, loyalty schemes (vouchers), CRM campaigns.</p> <p>User centered design: qualitative research (digital anthropology), quantitative research (stats).</p> <p>UX: wireframing, interface design, agency management (design and app development).</p>	<ul style="list-style-type: none"> Product development: designed and outlined USP for the implementation of Tictrac sports app for health-conscious panelists and diabetics on behalf of GlaxoSmithKline Established touch points or digital channels for user acquisition, retention and reactivation Reporting: Formulated KPIs for CRM (LTV, ROI) Q4 2013, Kantar Mobile Connect: Gained 13% out of 32078 users through cross-channel campaigns Nov 2013 vs Nov 2013: US Facebook Connect users increased +903% from 4938 to 44605 CRM campaigns contributed to the division's Q3-Q4 revenues of \$120,000
March 2009 – September 2011	Informa Lifesciences: Scrip E-Bulletin	Pharmaceuticals	<p>Publications: "Scrip Daily", "Scrip Weekly", "Scrip Monthly", "Biotechniques", "Regulatory Affairs Journal".</p>	<ul style="list-style-type: none"> Daily email alert click-throughs: 18,325. PDF email alert click-throughs: 2429. PDF downloads: 7813. Magazine subscribers: 12,084.

			<p>Industries: Pharmaceuticals, biotech, pharmacy, life sciences, regulatory.</p> <p>Website: www.scripintelligence.com.</p> <p>Web visits: 56,170 (March 2011). Page impressions: 165,091 (March 2011).</p>	<ul style="list-style-type: none"> • Email platforms: Adestra, Escenic. Languages: HTML, CSS • Paid subscription. Key revenues: subs, business intelligence (reports), ads, sponsored digital supplements (Scrip Executive Briefings, Scrip 100, Scrip 100 Asia, Scrip ePharma), Scrip Awards. • Email products: Daily email alerts (ads, news headlines), PDF newsletters (monthly editions), weekly ezines (FFT, promotions). • Email objectives: Action, conversion. Get new email subs to encourage click-throughs on web and advertisers' banner ads in email and online. <p>Key email metrics:</p> <ul style="list-style-type: none"> • Weekly ezines: Send. Open / render rates. Conversion rates ("Thank you" page tracking). Bounce rates. • Daily alerts: Send. Open / render rates. Click-through rates.
March 2009 – September 2011	Informa Lifesciences: Clinica Medtech Bulletin	Medical device and biotech	<p>Publications: "Clinical Medtech Intelligence", "Telecoms".</p> <p>Industries: Medical device, mobile health, IT, telecommunications.</p> <p>Website: www.clinica.co.uk.</p> <p>Web visits: 13,508 (March 2011).</p>	<ul style="list-style-type: none"> • Daily email alert click-throughs: 2807. PDF email alert click-throughs: 84. PDF downloads: 516. • Magazine subscribers: 893 • Email platforms: Adestra, Escenic. Languages: HTML, CSS • Paid subscription. Key revenues: subs, business intelligence (reports), ads.

			<p>Page impressions: 29,768 (March 2011).</p>	<ul style="list-style-type: none"> • Email products: Daily email alerts (ads, news headlines), PDF newsletters (monthly editions), weekly ezines (FFT, promotions). • Email objectives: Action, conversion. Get new email subs to encourage click-throughs on web and advertisers' banner ads in email and online. <p>Key email metrics:</p> <ul style="list-style-type: none"> • Weekly ezines: Send. Open / render rates. Conversion rates (“Thank you” page tracking). Bounce rates. • Daily alerts: Send. Open / render rates. Click-through rates.
<p>January 2007 – March 2009</p>	<p>Informa Lifesciences: Animal Pharm’s Pharm Fresh</p>	<p>Animal pharmaceuticals</p>	<p>Publications: “Pharm Fresh Weekly”, “Animal Pharm Reports”.</p> <p>Industries: Animal pharmaceuticals, biotech, agriculture, life sciences.</p> <p>Website: www.animalpharmnews.com.</p> <p>Web visits: 2661 (June 2007).</p> <p>Page views: 10,957 (June 2007).</p>	<ul style="list-style-type: none"> • Weekly e-zine: 8,000 subscribers. Open rate: 16% • Email platforms: Adestra, Escenic. Languages: HTML, CSS • Email objectives: Exposure, engagement, action, conversion. Get new email subs to encourage click-throughs on web and advertisers' banner ads in email and online. <p>Key email metrics:</p> <ul style="list-style-type: none"> • Weekly ezines: Send. Open / render rates. Conversion rates (“Thank you” page tracking). Bounce rates. • Daily alerts: Send. Open / render rates. Click-through rates.

<p>January 2007 – March 2009</p>	<p>Informa Lifesciences: Agrow</p>	<p>Agrochemicals</p>	<p>Publications: “Agrow”, “Agrow Reports”.</p> <p>Industries: Crop protection (pesticides, GM, seeds, active ingredients), biotech, agriculture, life sciences.</p> <p>Website: www.agrow.com.</p> <p>Web visits: 2322 (June 2007).</p> <p>Page views: 9213 (June 2007).</p>	<ul style="list-style-type: none"> • Weekly e-zine: 14,000 subscribers. Open rate: 15%-18% • Email platforms: Adestra, Escenic. Languages: HTML, CSS • Paid subscription. Key revenues: subs, business intelligence (reports), ads, IIR Life Sciences conferences, Agrow Awards. • Email products: Daily email alerts (ads, news headlines), PDF newsletters (bi-weekly editions), weekly ezines (FFT, promotions). • Email objectives: Exposure, engagement, action, conversion. Get new email subs to encourage click-throughs on web and advertisers' banner ads in email and online. <p>Key email metrics:</p> <ul style="list-style-type: none"> • Weekly ezines: Send. Open / render rates. Conversion rates (“Thank you” page tracking). Bounce rates. • Daily alerts: Send. Open / render rates. Click-through rates.
<p>April 2004 – January 2007</p>	<p>The Moodie Report</p>	<p>Travel retail and duty free</p>	<p>Publications: TheMoodieReport.com (Daily), “The Moodie Report Weekly Bulletin”, “The Moodie Report Quarterly”.</p> <p>Industries: Travel retail, duty free, luxury goods, FCMG, wines and spirits, cosmetics, fragrances, fine foods, F&B.</p> <p>Website: www.themoodiereport.com.</p>	<ul style="list-style-type: none"> • Weekly e-zine: 6,500 subscribers (as of Feb 2012) • Email platform: Bespoke. Languages: HTML, CSS. • Free web and enews contents. Key revenues: advertorials, advertising and sponsorship of website, newsletters and print magazines, business intelligence (reports),

			Monthly page views: 260,000 (as of Feb 2012).	<p>Trinity Forum conference.</p> <ul style="list-style-type: none">• Email products: Weekly – The Moodie Report Enewsletter. Ad-sponsored. Monthly: VIP News Alert. Ad-sponsored. Key sponsors: Estee Lauder, Beaute Prestige International (Jean-Paul Gaultier)• Email objectives: Exposure and engagement. Get new email subs to encourage click-throughs on web and advertisers' banner ads in email and online.• Key email metrics: Send. Open / render rates. Click-through rates.
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