

MARKETING SOLUTIONS



DIGITAL MARKETING STRATEGY

CRM . E-COMMERCE . GROWTH HACKING

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CAMILLE VÈNE

PROFESSIONAL BIOGRAPHY

I am a marketing strategist specialized in CRM and e-commerce growth, with 7 years of experience in the fashion and lifestyle industry. I help brands optimize their digital ecosystem by auditing performance, identifying challenges and opportunities, and implementing data-driven strategies that drive measurable growth.

My expertise lies in customer lifecycle management, from acquisition to retention, leveraging CRM tools, automation, and AI to create personalized, high-performing customer journeys. I design and optimize omnichannel experiences that increase engagement, conversion, and customer lifetime value.

I combine strong analytical skills with a deep understanding of consumer behavior to turn data into actionable insights. By integrating scalable processes and testing-driven approaches, I help businesses improve performance while maintaining operational efficiency.

Beyond performance, I believe that emotion is a key driver of conversion. I craft strategies that blend data precision with compelling storytelling to build meaningful brand connections and long-term customer loyalty.



WHY HIRE MARKETING SOULUTIONS ?

Brands and agencies work with me because I turn data into decisions, strategies into success, and growth into a scalable reality. I bridge the gap between numbers and emotions, crafting marketing strategies that resonate with customers and drive measurable results.

*Struggling with customer insights
or market positioning?*

**I translate data into clear, actionable
strategies that align with your brand's goals**

*Need to boost acquisition,
retention, and conversions?*

**I implement growth-driven techniques
to scale your business efficiently.**

*Lack time or expertise to
optimize digital campaigns?*

**I handle everything from SEO to CRM
automation, ensuring maximum impact.**

**With Marketing Soulutions, you don't just get a freelancer, you get a partner committed to unlocking your brand's full potential.
Let's turn your challenges into opportunities.**

STRATEGY BLUEPRINTS

DIGITAL MARKETING	CRM & E-COMMERCE	GROWTH HACKING
I craft tailored, results-driven strategies that align with business goals and brand positioning. I transform data into actionable insights to optimize campaigns, understand customer behavior, and drive data-informed decisions. • Market Research • Digital Audit • Benchmark • Test & Learn strategy • Roadmap • KPIs Dashboard • Data analysis • Business Review TOOLS : Google Analytics, Google Tag, Notion Manager, Hotjar, Asana, Click-up, Apollo, Slack	I design, test and optimize customer-centric ecosystems that enhance the entire e-commerce journey. I leverage CRM, automation, and personalization to create seamless experiences and maximize customer lifetime value. • Customer behavior • Newsletter / SMS • Segmentation • Flows and automation • UX/UI optimization • Content creation • SEO technicals • Website management TOOLS : Klaviyo, Splio, Shopify, Wordpress, Wshop, Dartagnan, Typeform, Figma, Canva	I Implement agile, data-driven techniques to accelerate user acquisition, increase retention, and scale business growth efficiently. • Customer acquisition • Lead generation • SEO optimization • SEA campaigns • Conversion rate optimization • A/B testing • Fidelity program TOOLS : Google Ads, Meta, Ahrefs, SEMrush, Zapier, La Growth Machine, PhantomBuster

+300%

conversions driven
by CRM optimization

92%

of companies plan to increase
AI investments in the next 3 years

UP TO 31%

of revenue from AI-powered
product recommendations

3_x

better performance with
automated email flows

AVERAGE \$8

ROI for every \$1 invested in CRM

UP TO +80%

open rates with high-performing
welcome flows

THE ALGORITHMS

ALGORITHMS ARE OUR INFLUENCERS, AND ALGORITHMS ARE CONSTANTLY EVOLVING.
I SPECIALIZED IN NAVIGATING AND INTEGRATING INTO THE LATEST ALGORITHM CHANGES

The algorithms are the invisible forces that control visibility. It determines search rankings, prioritizes relevance, and influences purchasing decisions by analyzing behavior, engagement and intent. Google's AI-driven updates ensure that only the most valuable content surfaces. That makes it essential to optimize for organic search, click-through rates and dwell time. Social media algorithms shape virality. It amplifies content that sparks conversation and keeps users engaged. Advertising platforms leverage algorithmic bidding to maximize ROI, rewarding businesses that understand how to optimize their campaigns. Mastering the algorithm isn't just an advantage, it's the difference between being seen and being invisible in an increasingly competitive digital world.

70%+ **OF DIGITAL VISIBILITY IS CONTROLLED BY PLATFORM ALGORITHMS**

Mastering algorithms is mastering customer attention.
It's time to understand algorithms and turns visibility into performance.

THE ARTIFICIAL INTELLIGENCE

AI WON'T REPLACE A HUMAN BRAIN. BUT IT CAN HELP BUILD FASTER AND SMARTER IF WELL USED.
I SPECIALIZED IN MAKING AI TOOLS YOUR EVERYDAY CO-PILOT.

AI is the driving force behind intelligent decisions. It transforms data into powerful, personalized experiences that fuel growth and innovation. By analyzing vast amounts of information in real-time, it uncovers valuable insights, optimizes strategies, and automates processes to maximize efficiency. With AI, businesses can create more targeted, relevant interactions with customers, adapt and scale faster. AI is already everywhere, especially in our digital tools we use daily. Knowing how to manage it and make it efficient for a brand, it becomes a powerful catalyst for achieving sustained long-term success.

+32%
ROI WITH AI-DRIVEN MARKETING STRATEGIES

Brands using AI to optimize their strategy have an advantage.
Let's incorporate AI to your business.



Experiences

SUCCESS STORIES

ZAPA . TARA JARMON . BRAND SISTERS . LE BOXFIT . STUDIO MOOD . OMOSA

ZAPA

2017 . 2023 | French ready-to-wear brand

STRATEGY & PLANNING

I increased customer engagement by approximately 10% through a targeted omnichannel strategy and successfully launched 12 campaigns per year, driving a consistent 10% annual sales growth.

DIGITAL MARKETING & CONTENT

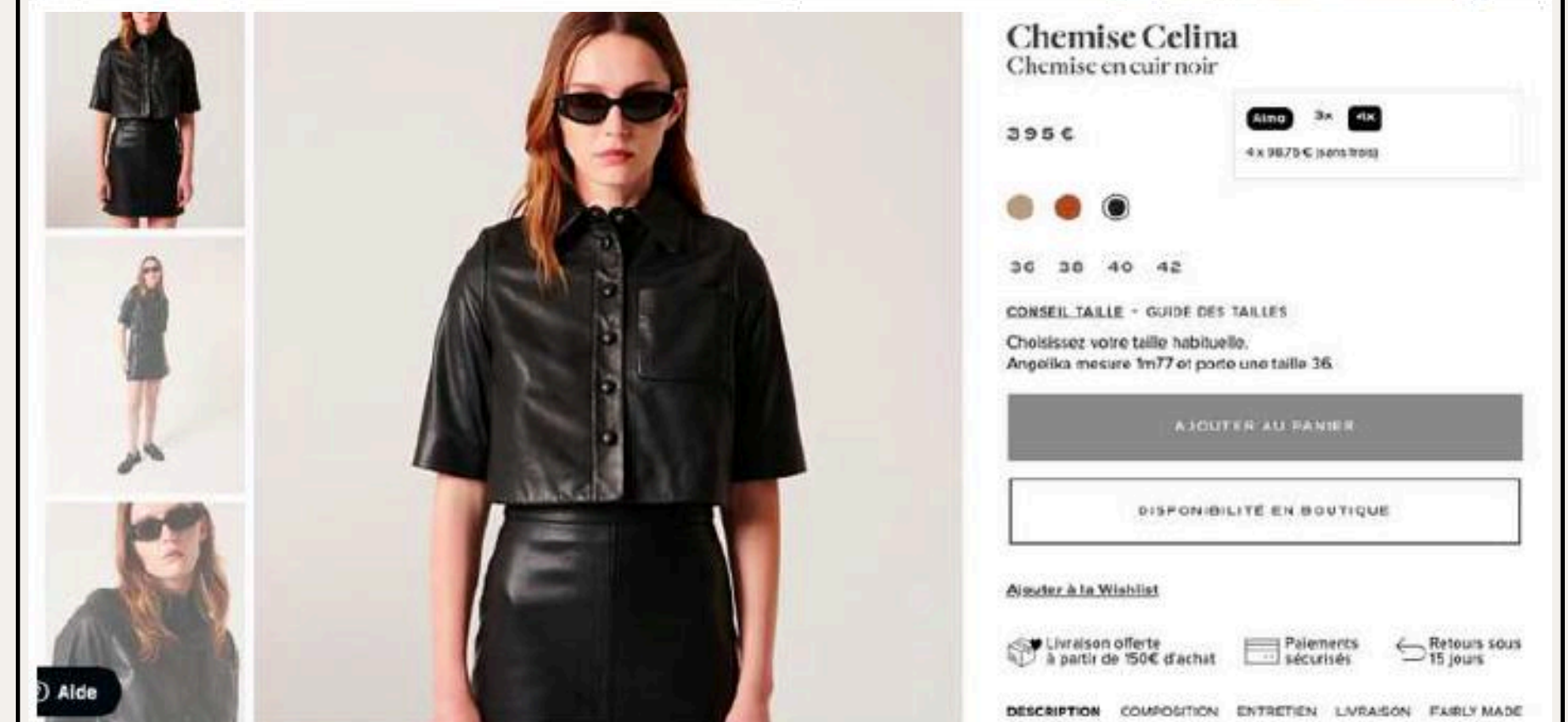
I achieved a 12% higher open rate and an improved CTR through targeted email and SMS campaigns while increasing website traffic with SEO-driven content optimization.

CRM & DATA-DRIVEN PERFORMANCE

I improved customer retention through personalized CRM strategies, flows, segmentations, newsletters and SMS campaigns

FINANCIAL & OPERATION MANAGEMENT

I Successfully managed a yearly budget of 4.3M€ by year 2023, optimizing spend efficiency and maximizing ROI



TARA JARMON

2020 . 2023 | French ready-to-wear and accessory brand

STRATEGIC MARKETING & BRAND DEVELOPMENT

I increased brand awareness through a strategic marketing plan. I successfully launched 2 packaging innovations, improving customer experience and brand loyalty.

DIGITAL CONTENT & CAMPAIGN EXECUTION

Email open rates increased by 12% through optimized campaign strategies. I led 8 photoshoots per year that generated high-performing content for e-commerce, marketing assets and marketplace use.

CRM & DATA-DRIVEN PERFORMANCE

Customer retention increased through personalized marketing based on data insights. Campaign ROI increased by optimizing targeting and segmentation strategies, and marketing flows.

BUDGET & OPERATION MANAGEMENT

I successfully managed a yearly 3.7M€ marketing budget by year 2023, delivering an increase in efficiency and ROI.



BRAND SISTERS

2021 . 2023 | French fashion group

CRM & DATA-DRIVEN MARKETING

I successfully managed the launch of the Splio Automation project with the IT team, the cloud business management team and the business teams. We revalued the customer database.

TEAM & PROJECT MANAGEMENT

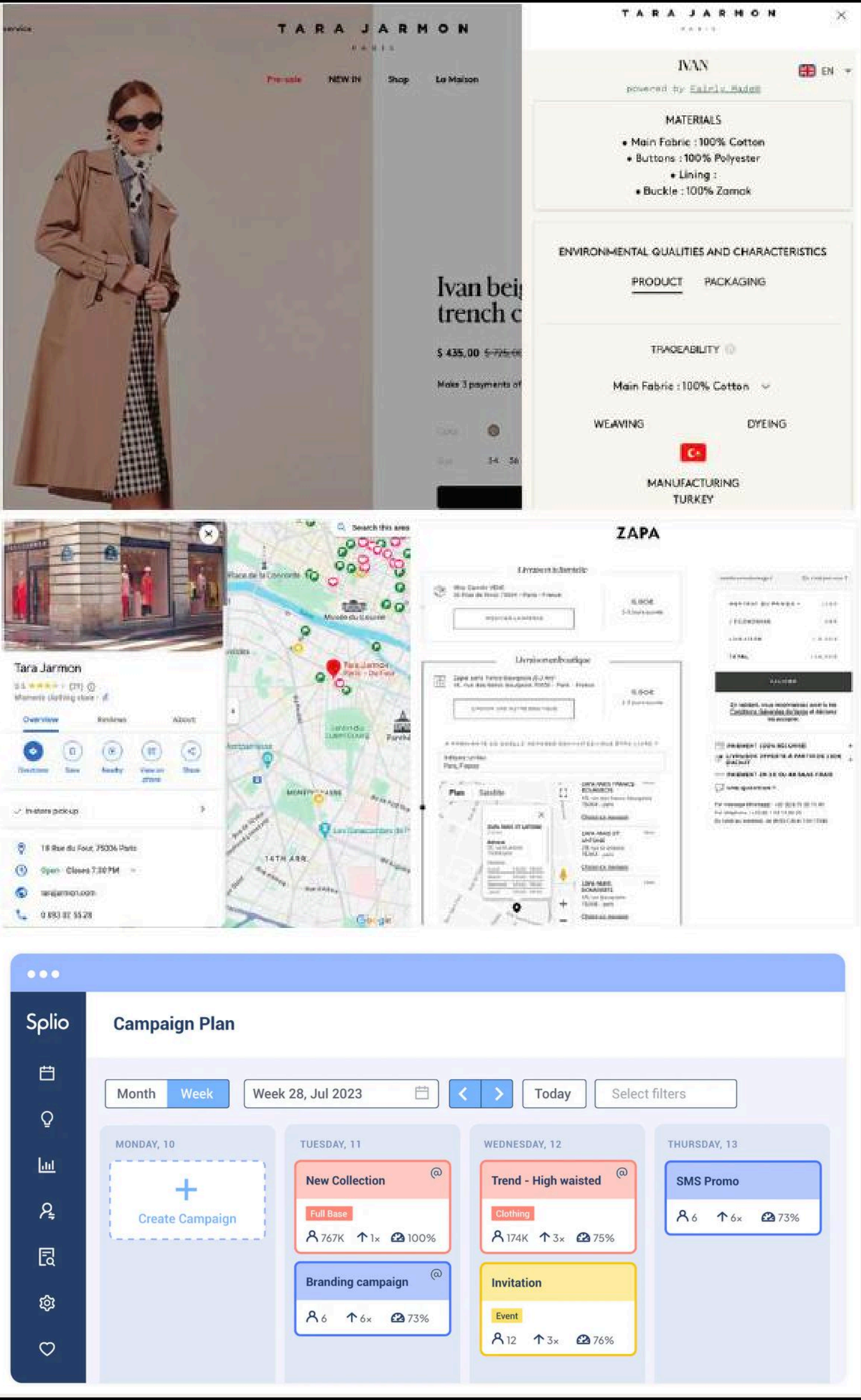
I managed a team that successfully executed key marketing projects for the Group.

CUSTOMER EXPERIENCE & OMNICHANNEL INNOVATION

My team increased in-store and online engagement through enhanced customer journey tools. We improved cross-channel conversion rates with the integration of omnichannel solutions.

CSR & SUSTAINABLE INITIATIVES

We strengthened brand sustainability credentials, enhancing transparency and consumer trust. We successfully integrated traceability features, providing more visibility into the supply chain.



LE BOXFIT

2025 | Vintage and second-hand brand

DIGITAL MARKETING STRATEGY

I implemented strategic Shopify applications to improve the website. I plugged Google Tag Manager and Google Analytics to follow KPIs.

E-COMMERCE

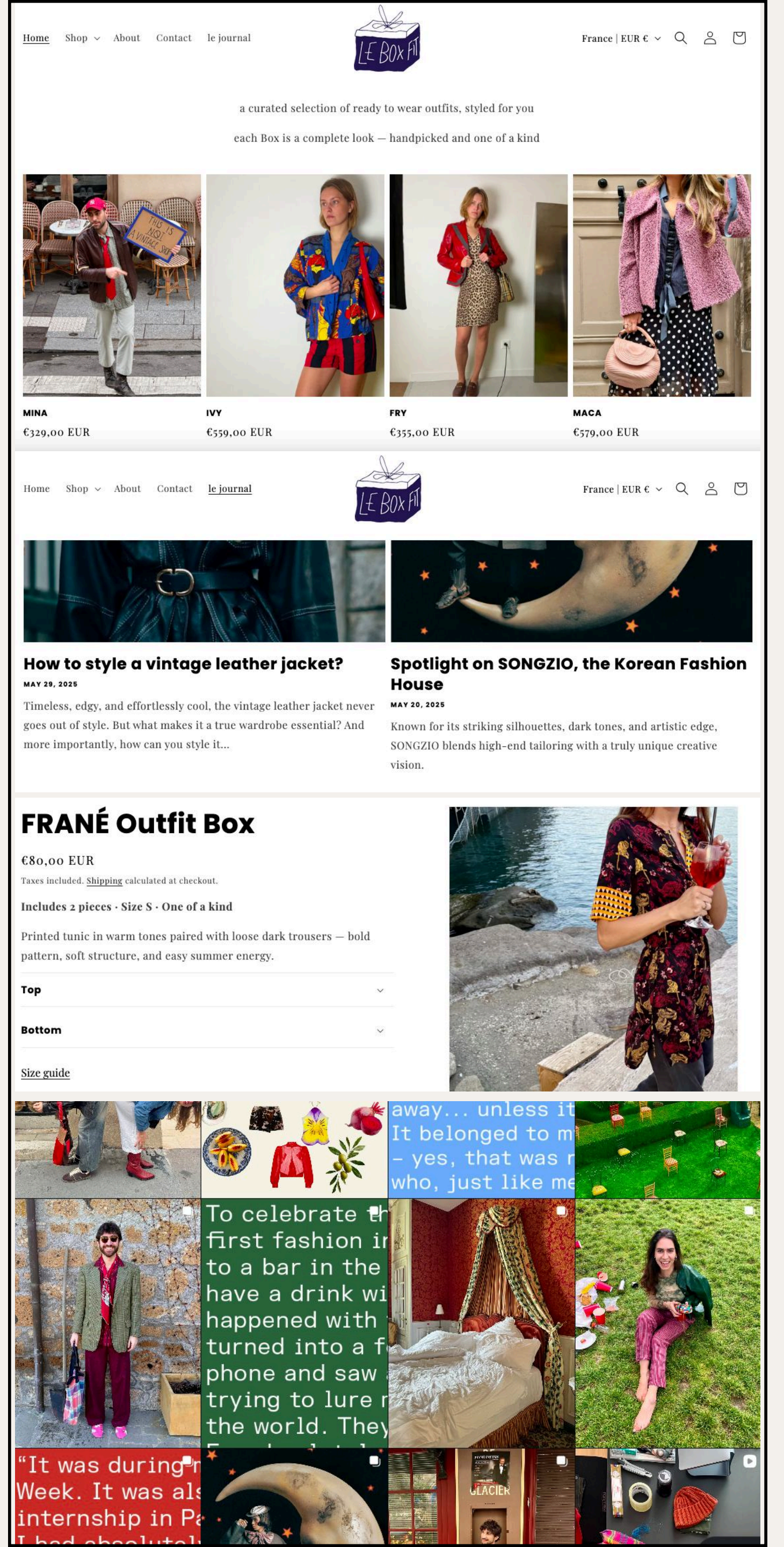
I optimized the menu, the product pages and the checkout experience to improve the UX. I reorganized the pages structures to reduce retention rate and increase the dwell time.

SEO and SEA

I optimized the content and the pages structure to make the website more SEO-friendly. I created a blog page and wrote articles to increase organic traffic. I set up Meta ads and launched paid campaigns to increase traffic and grow the instagram community

SOCIAL MEDIA STRATEGY

I managed the Instagram content production and post planning. I organized a weekly social media benchmark and data review.



STUDIO MOOD

2026 | Audiovisual production agency

BUSINESS DEVELOPMENT

I am developing the contact portfolio of the agency using cold email sequences to reach targeted and qualified leads, via Apollo. I am leading the commercial calls to sign new clients.

PROJECT MANAGEMENT

I am managing the development projects to support customer acquisition and brand image.

Projet

Services

A propos

Contact

STUDIO MOOD.

Strava

Home

AI Assistant

Prospect and enrich

People

Companies

Lists

Data enrichment

Engage

Sequences

Emails

Calls

Tasks

Win deals

Meetings

Conversations

Deals

Tools and automation

Workflows

Upgrade

Deliverability suite

Admin Settings

Search across Apollo...

Sequences

Emails Leads - Sporting Goods - FR

Editor

Contacts

Emails

Tasks

Activity

Report

Settings

4 steps

Collapse steps

Save changes

Sequence statistics

Overall sequence statistics

45 Active

6 Paused

60 Finished

0 Bounced

0 Not sent

Email statistics per individual

44 Scheduled

65 Delivered

6.2% Reply

Interested

Opt out

Unlock more tracking stats!

Open, Click and more.

Schedules task immediately with due date in 30 minutes

Step 1: Manual email / Test A

Test A

Active

Add test

Template

Prompt

Check email

?

PERSONA #01

STUDIO MOOD.

Thomas

Données démographiques

Age

35-45 ans

Poste / Titre LinkedIn

CMO / Head of Marketing / Head of Communication

Rôle

Marketing

Communication

Contenu

Rapport au marché / service

Objectifs (personnels et/ou professionnels)

Apporter des quick wins visibles à sa Direction (image, discours, cohérence visuelle)
S'entourer de partenaires fiables et inspirants
Repositionner la marque avec une DA forte et différenciante
Structurer une collaboration fluide entre interne et externe
Faire de la marque une référence dans son univers

Trouver des agences vraiment expertes, avec une vision claire et assumée
Faire évoluer une marque sans la dénaturer

+

≡

Persona 01 - Thomas

Pain points - Services - CTA

Séquence email



CRM

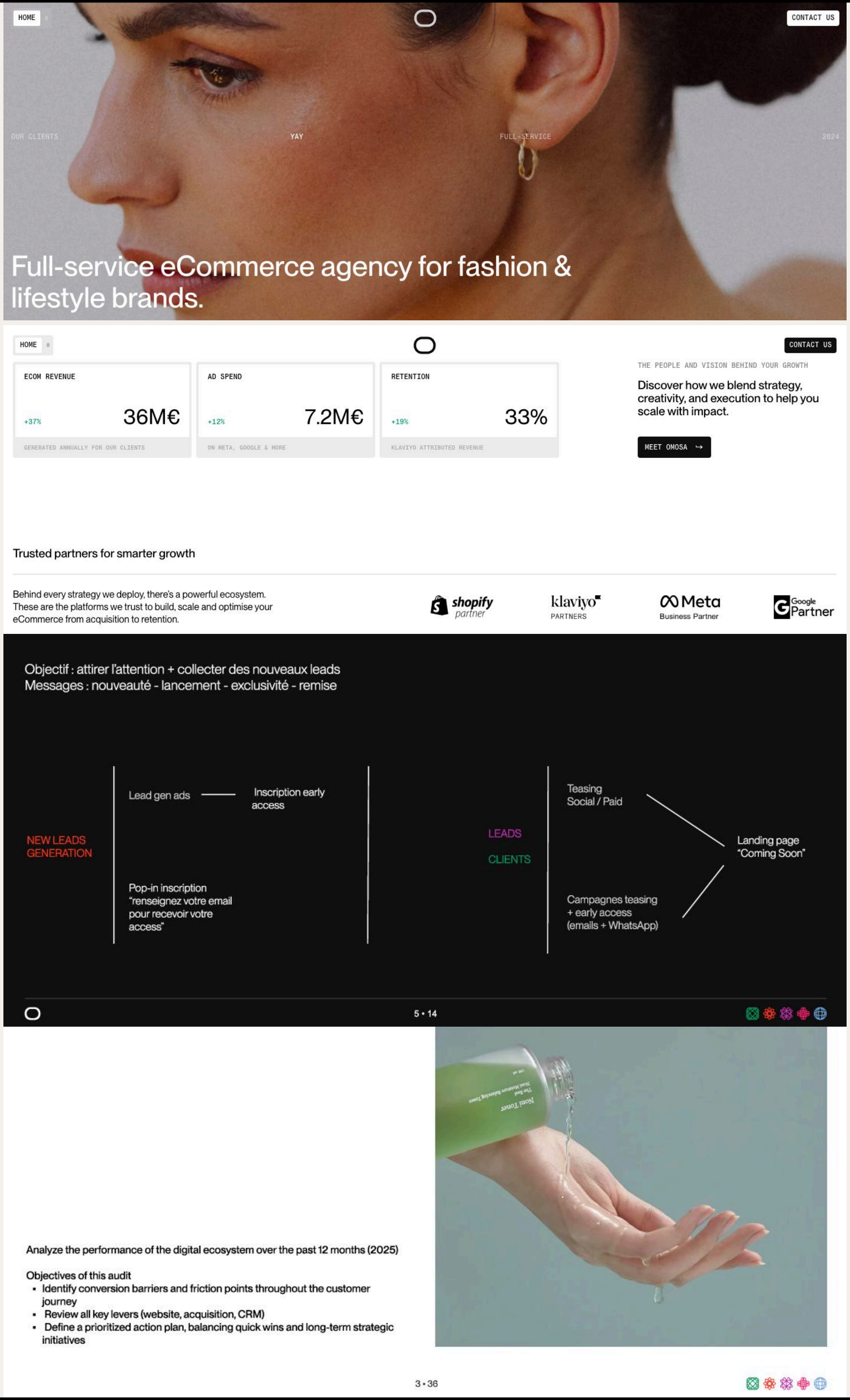
I designed and routed newsletters. I created and optimized strategic automation flows (welcome, add to cart, checkout abandoned, browse abandoned...). I implemented segmentation and lead magnets, via Klaviyo.

E-COMMERCE

I managed A/B testing on website to test homepages, menus, product pages, checkout experience... via Shopify.

AUDIT & BENCHMARK

I contributed in digital audit for brands with recommendations. I curated a campaign launch strategy with roadmaps, content and templates. I benchmark fidelity program to implement a Shopify app for a website.





Content

LATEST WORK

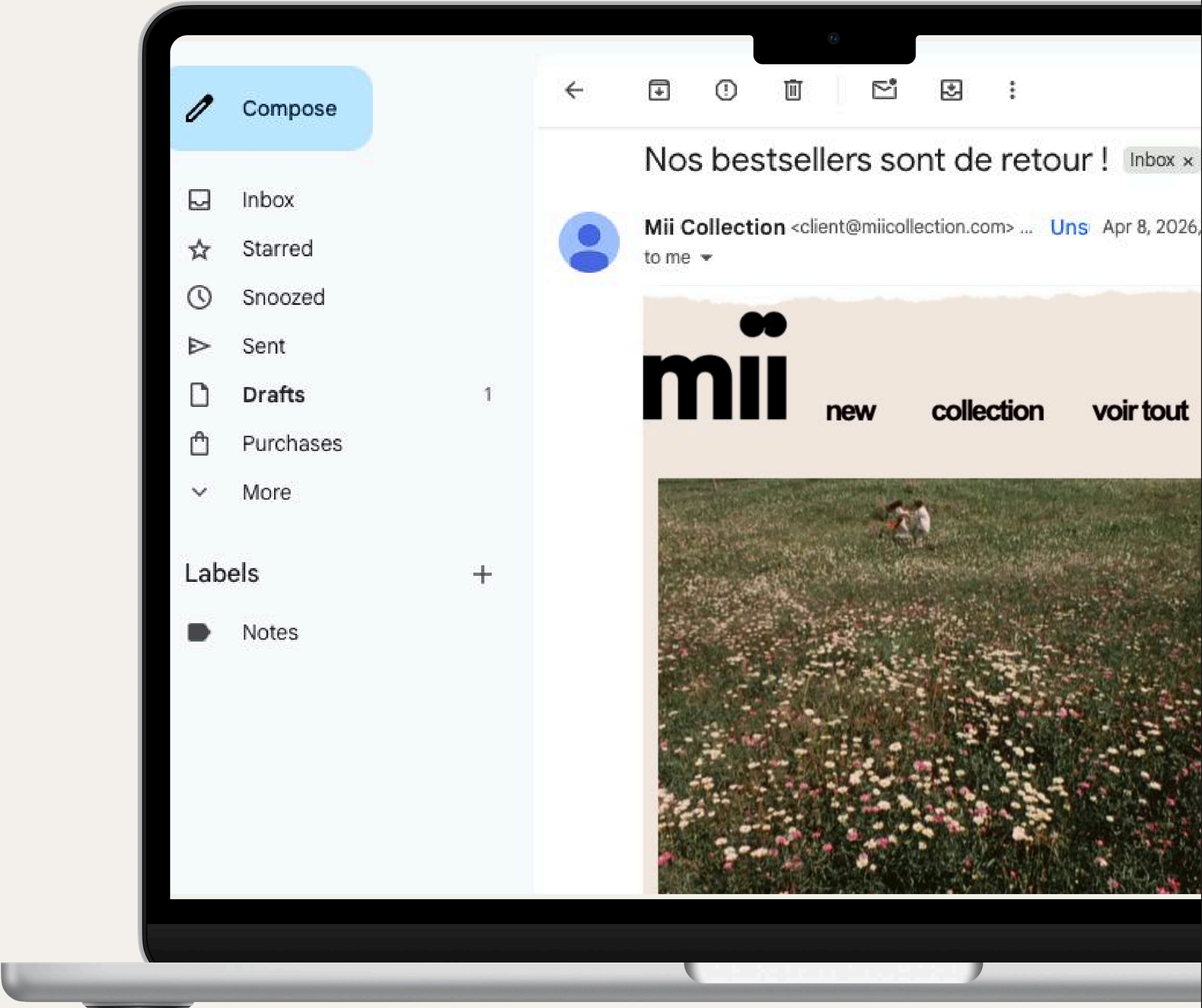
E-COMMERCE . CUSTOMER RELATION MANAGEMENT . NEWSLETTERS

NEWSLETTERS

strategy . design . routing . analyse . optimization

- Product launch
- Campaign
- New collection
- Sales
- Special offer
- Back in stock
- Event

MII
BY CHARLOT
GAUDIA

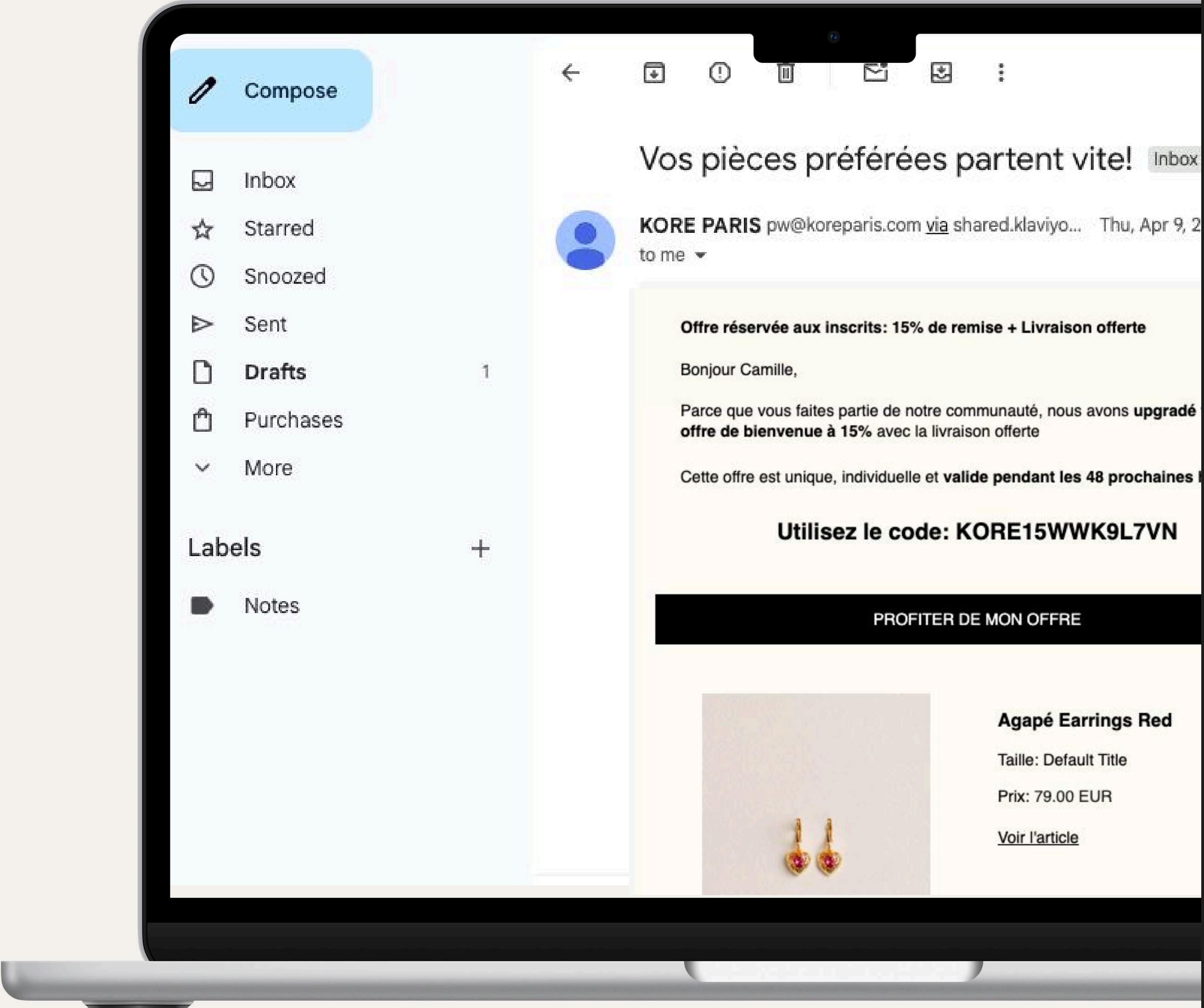


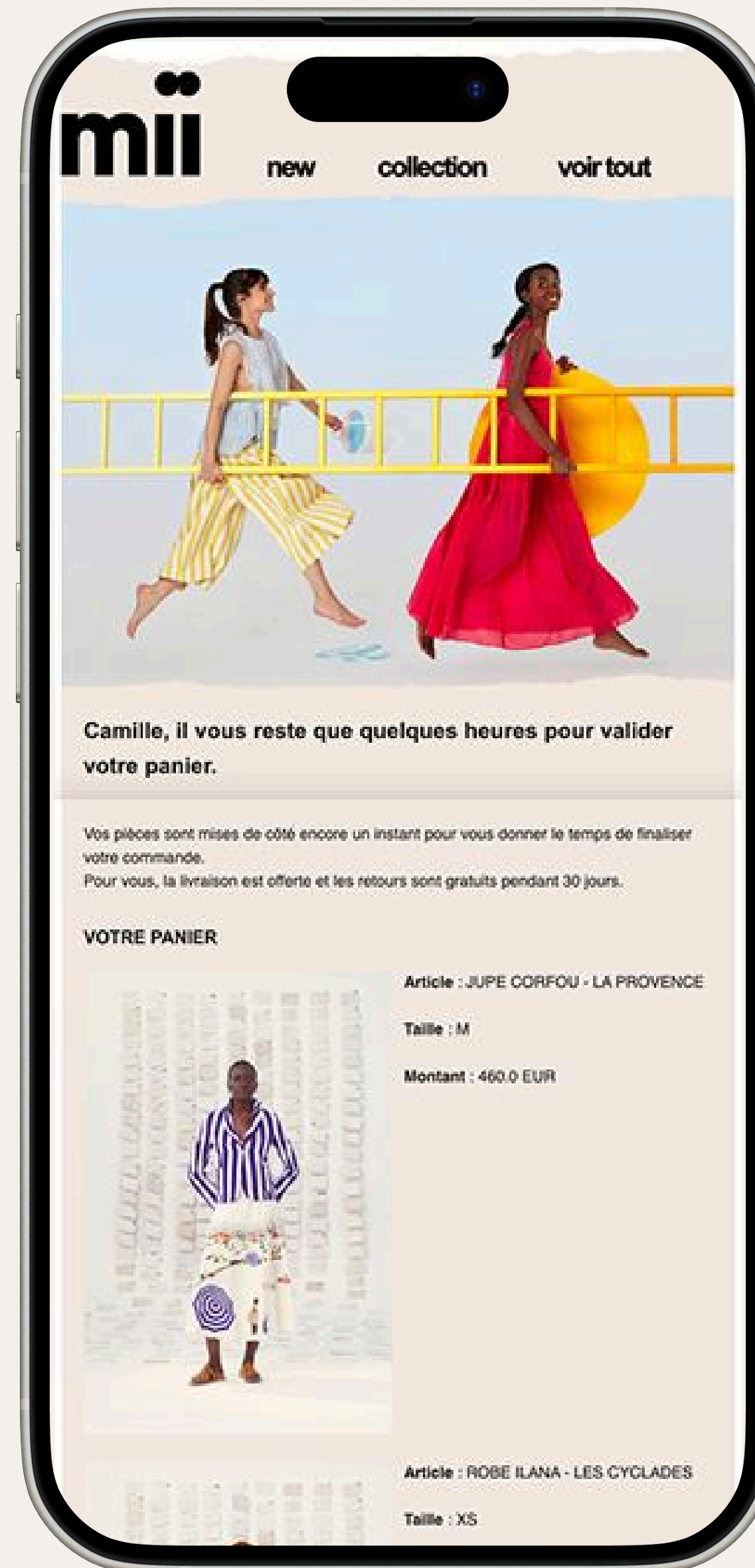
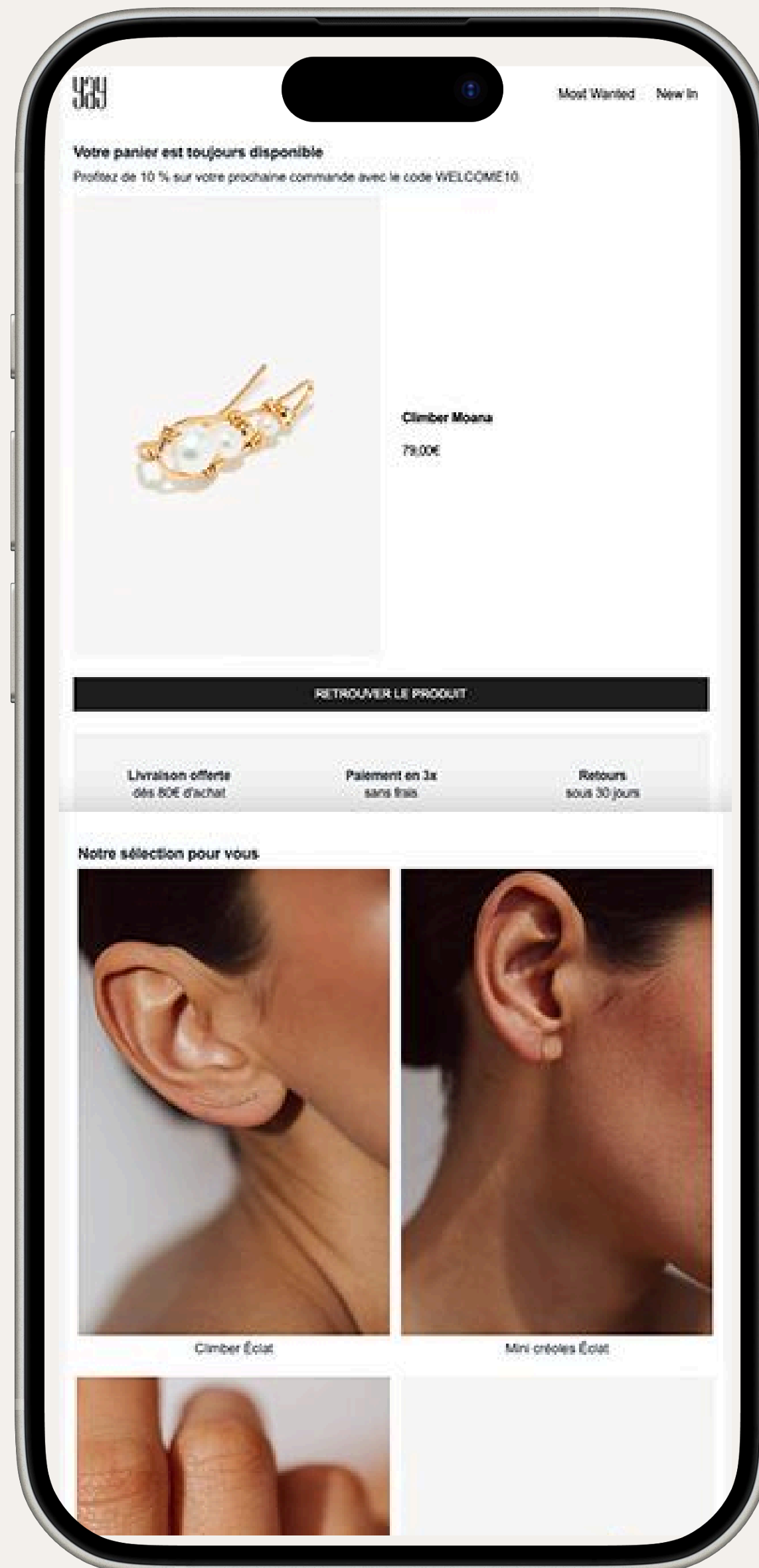
FLOWS

strategy . design . A/B test . analyse . optimization

- Welcome
 Abandoned browse
 Add to cart
 Abandoned checkout
 Post-purchase

MII
 YAY
 KORÈ
 V.DE.VINSTER





E-COMMERCE

strategy . design . roadmap . analyse . optimization

A/B test menu

Page creation

Page product optimization

Checkout page optimization

Blog creation and animation

E-merchandising

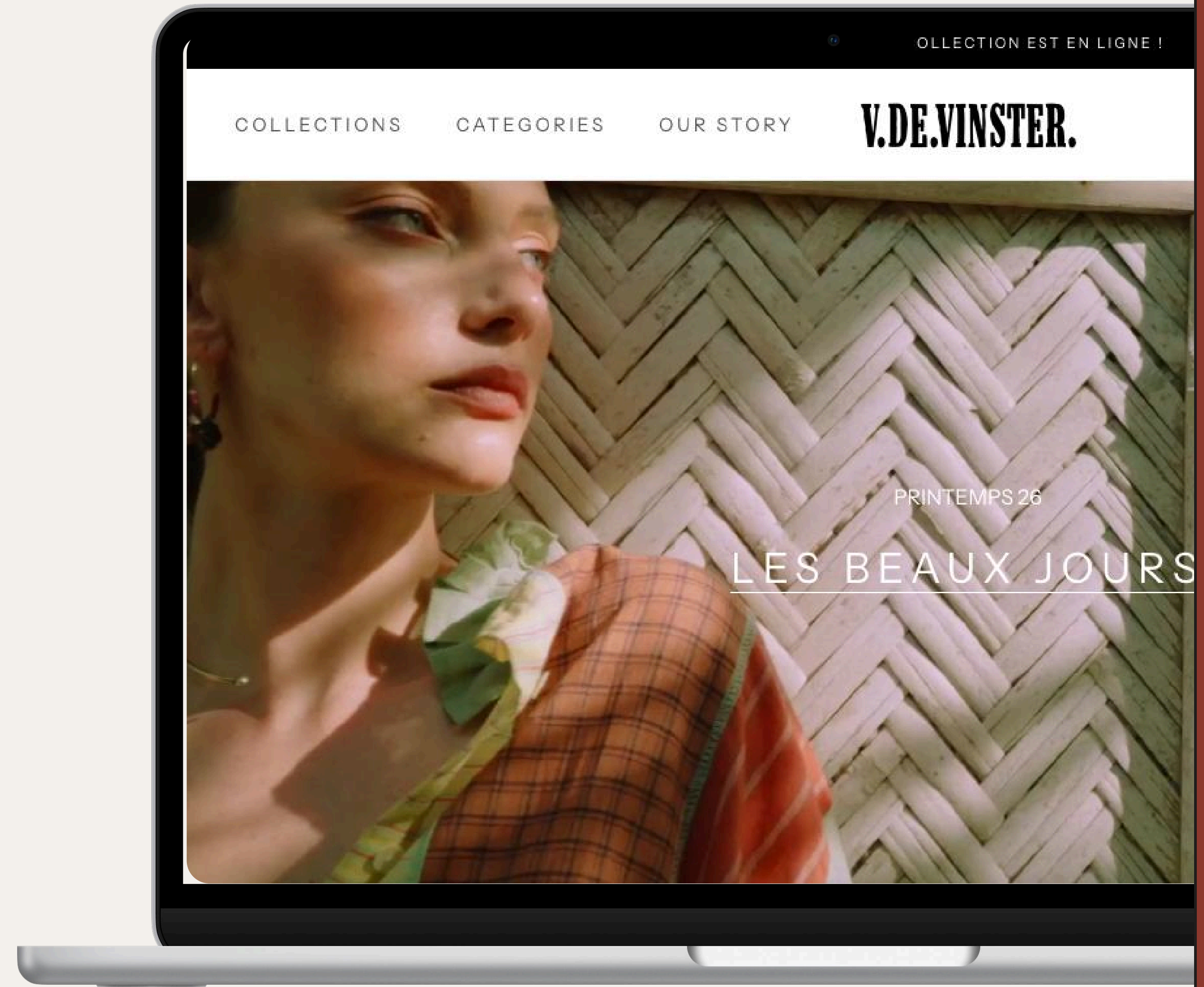
SEO

LE BOXFIT

MII

V.DE.VINSTER

BY CHARLOT



**“IN THE END, CUSTOMERS DON'T
SIMPLY BUY PRODUCTS.
THEY BUY EMOTIONS, FAMILIARITY,
REWARD, STORIES, AND IDENTITY.”**

Let's craft strategies your customers feel and connect to.

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LET'S CONNECT

MARKETING
SOLUTIONS

THANKS.