SOPHIE NGUYEN

Marketing Manager | Retail Digital & Loyalty | Online from 14% to 31% of sales

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SUMMARY

Took over a loyalty program of 600,000 members who all received the same email every week. It now has 1.1 million members, sends each one something based on what they bought and what they do outdoors, and drives 38% of total sales.

Marketing manager for a national outdoor retailer with 42 stores: a team of eleven and a $9M budget across brand, digital and loyalty. Works on making the website and the stores feel like one business, so a customer who browses on Monday buys on Saturday, wherever they choose.

CAREER HIGHLIGHTS

- Took online sales from 14% to 31% of revenue in three years by rebuilding site search and checkout, moving 40% of the paid media budget into retention, and launching click and collect in all 42 stores.
- Relaunched the loyalty program with tiers and member-only gear days, lifting active members from 210,000 to 480,000; members now spend 2.3 times what non-members do.
- Cut the cost of acquiring a new customer by 34% by retiring two paid channels that weren't converting and building a creator program with 60 outdoor guides and photographers.

EXPERIENCE

Marketing Manager, Fernleigh Outdoor Co 2020 to now

42 stores and online. Team of eleven across brand, digital, CRM and content; $9M budget. Reports to the Chief Executive.

- Grew the contactable email and SMS audience from 410,000 to 860,000, with revenue per send up 45% after moving from weekly blasts to journeys triggered by what customers do.
- Launched "Out by Friday", a weekend trip guide series that is now the website's largest source of organic traffic at 180,000 visits a month.
- Ran the brand refresh across stores, website and packaging on a $1.2M budget; unprompted awareness in the target market rose from 19% to 27% at the next tracking survey.
- Lifted return on ad spend from 3.1 to 5.4 by building audiences from loyalty data instead of buying them.

Digital Marketing Lead, Larkspur Travel 2016 to 2020

Online travel agency, $60M in bookings a year, team of four.

- Lifted website conversion from 1.6% to 2.4% through a testing program of around 70 experiments a year.
- Built the abandoned booking journey, which recovered $1.9M in bookings in its first year.
- Moved search marketing in-house, saving $420K a year in agency fees with no drop in bookings.

Earlier career

Marketing and digital roles in tourism and retail, including Digital Coordinator at Seabright Resorts and Marketing Assistant at Hartwell Wine Merchants.

EDUCATION AND TRAINING

Bachelor of Business (Marketing)

Graduate Certificate in Digital Marketing

SYSTEMS AND SKILLS

Salesforce Marketing Cloud, Shopify Plus, GA4, Meta and Google Ads · Loyalty and CRM · Brand management · Content and creator programs · Agency management · Testing and optimisation