



NATASHA MENON

CONSULTANT

eCommerce & Digital Marketing

TALK TO ME

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NATASHAMMENON@GMAIL.COM

OVERVIEW

Growth and innovation are important, but big picture thinking can be tough, especially when you're busy with day-to-day transactions and business is consistently good. But could business be great? I think so.

It makes good financial and business sense to bring in the experts so you can focus on what you do best. Natasha Menon Digital Consultant is the provider of choice for big-picture organisational problem solving and creative growth strategy. I'll help you think about your business in a whole new way, bringing a fresh perspective to long-standing challenges and helping you envision - and achieve - a future with unlimited possibilities.

My objective is to build on your considerable strengths to ensure that your business continues to be the success you dreamed of.

I look forward to meeting with you to discuss next steps.

Sincerely,

NATASHA MENON



ABOUT ME

ECOMMERCE & DIGITAL MARKETING CONSULTANT

A Chartered Institute of Marketing, Digital Marketing graduate & Cambridge International Examinations Business Management graduate, with a well rounded e-commerce operations and digital marketing background.



Living in Goa, since August 2018.
Previously lived in Muscat, Kent, Dubai, Bahrain, Delhi & Kuala Lumpur



8 years of offline retail experience
8+ years of online experience



Completed both degrees online via distance learning, while working full time.



My mission is to help small businesses grow, by creating a solid web foundation and managing their online digital needs.



EXPERTISE



MARKETING



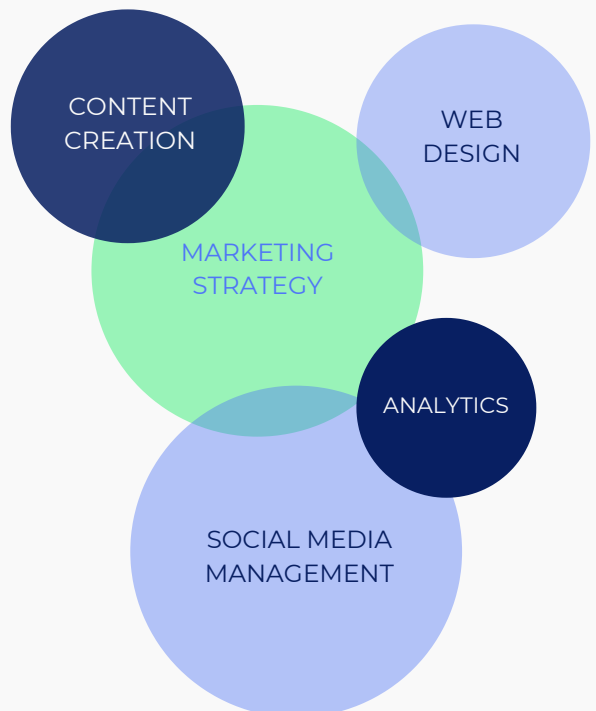
ECOMMERCE



BUSINESS
STRATEGY



SKILLS



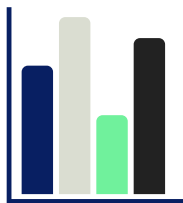
My current services a digital consultant include branding, website development, overall content management, marketing strategy planning, email marketing strategy, social media management, plus campaign performance reporting.

PAST EXPERIENCE

KEY ACHIEVEMENTS

E-COMMERCE SITE MANAGEMENT

- Project Managed the development of multiple eCommerce sites.
- Ran 5 eCommerce sites across the APAC region simultaneously.

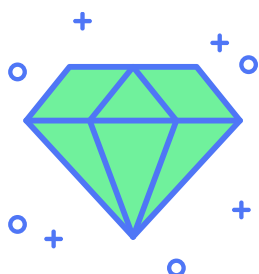


E-COMMERCE STATS

- Increased eCommerce Sales by 55% within 1 year
- Contribution to retail sales went from 0% to 5% within a year.
- Achieved 33% repeat purchases
- Increased conversion rates by 31% within a year

EMAIL MARKETING

- Grew database by 30% within 1 year
- Achieved Average Open Rates of 25% & Click Rates of 15%.
- Email Conversion Rates averaged 0.2% with ROIs of 4-10x.



OTHER ACHIEVEMENTS

- Managed 3rd party customer service team, logistics partners and warehouses in 3 countries, remotely.
- Set up & managed online sales for Michael Kors with David Jones in Australia. Became the highest sales channel in Australia within 3 months.

BRANDS I WORKED WITH:

VICTORIA'S
SECRET

TUMI


kate spade
NEW YORK


MICHAEL KORS

SOCIAL MEDIA MANAGEMENT PROJECTS

Services included:

- Creating Social Media Profiles on Facebook and Instagram
- Growing Followers and Fans Organically and via Paid Ads
- Creating 3-12 month Marketing Strategies across all online and offline channels
- Planning 3 month Marketing Calendars in advance
- Producing content (designing and taking videos and photos as needed) for each post and story, at least 2 weeks in advance with captions and relevant hashtags
- Preparing slides/content banks for approvals
- Online PR - reaching out to publications, websites, local businesses, influencers and bloggers to share press releases, upcoming events and create collaborations
- Monthly reporting and analysis

PREVIOUS/CURRENT CLIENTS:

@refash_ - Refash.in (Upcycled eCommerce Platform) - India

The Learning Gym - LinkedIn content creation and management

@nabaycom - Nabay.com (eCommerce Marketplace) - Muscat, Oman

@emahofilms - Emaho Films (Video Productions Agency) - Goa, India

@rachelsoorchard - Rachel's Orchard (Juice Concentrates) - Kerala, India

@shopwithspace - SP A C E (Fashion Brand) - Chandigarh, India

@petrichor_botanica - Petrichor Botanica (Handmade Soap) - Goa, India

@embodied-beings.com - Embodied Beings (Coaching Consultancy) - UK

@nataliematosmusic - Natalie Matos (Singer and Sound Healer) - Goa, India

@blushoman - Blush (Beauty Salon) - Muscat, Oman

@thegogotruck - The Go Go Truck (Food Truck) - San Diego, California (USA)

@suziesgoa - Suzie's (Fine Dining Restaurant) - Goa, India

@ashtanga_yoga_abhyasa - Ashtanga Yoga Abhyasa (Yoga Studio), Chandigarh, India

@marcocappiotti - Marco Cappiotti (Pizza Master) - New Delhi, India

@akshaykalpa - Akshayakalpa (Organic Milk Brand), Bengaluru, India

MARKETING STRATEGY, PLANNING AND EXECUTION FOR EMBODIED BEINGS

SOCIAL MEDIA MANAGEMENT, CONTENT CREATION AND REPORTING



OBJECTIVES:

- Increase followers: Achieved a 15.5% increase in followers in 6 months.
- Upgrade Branding: Completely changed the aesthetic of their social media account to more accurately reflect their tone, messaging and branding.
- Increase Revenue: increased sales by 4% in the first 4 months.

Customer Review:

"Making sense out of social media numbers is a core strength Natasha possess , she is able to articulate data thoroughly and provide real time solutions based on numbers . The consultancy has provided Blush with sales analysis and instagram insights broken down to mini elaborative sub fields .Natasha has helped Blush with branding and setting the tone for Blush's image . We recommend you use Menon consultancy if you are trying to figure out your brand identity and direction." - Hiyaam Al Barwani (Co-Owner).

WEBSITE CREATION, EDITING AND MAINTENANCE PROJECTS

Services included:

- Designing and building (ecommerce or static) websites from templates/designs on WIX, SHOPIFY, WORDPRESS, SQUARESPACE, KAJABI or TEACHABLE.
- Writing content for each section of the website
- Buying and/or connecting domains
- Updating and managing new or existing websites
- Basic SEO checks and optimisations
- Broken, backlink checks, image optimisation, speed tests

PREVIOUS CLIENTS:

www.rachelsorchard.com - Rachel's Orchard - Kerala, India

www.petrichorbotanica.com - Petrichor Botanica - Goa, India

www.emahofilms.com - Emaho Films - Goa, India

www.kaliprana.com - Kaliprana - South America

www.a-l.law - Astraea Linskills (Law Firm) - Liverpool, UK

www.saffronwiehl.com - Saffron Wiehl Goa based Artist - Goa, India

www.NatalieMatosMusic.com - Natalie Matos, Reiki Master and Sound Healer - Goa, India

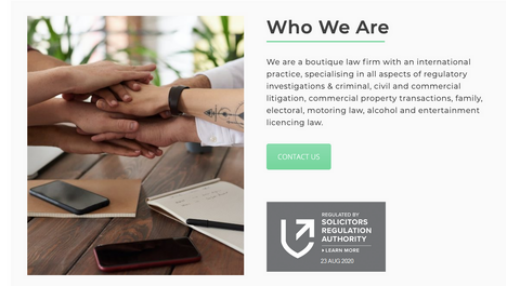
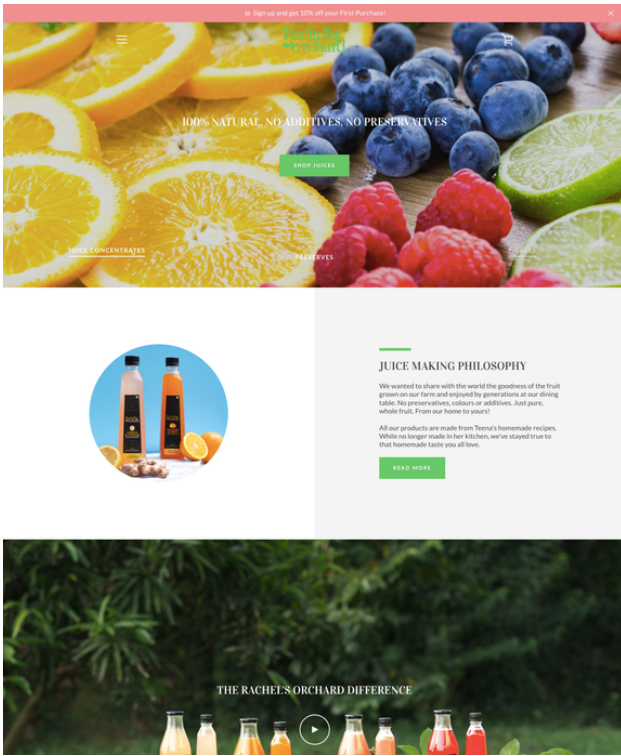
www.embodied-beings.com - Embodied Beings - United Kingdom

www.thegogotruck.com - The Go Go Truck (Food Truck) - San Diego, California (USA)

www.suzi.es - Suzie's (Fine Dining Restaurant) - Goa, India

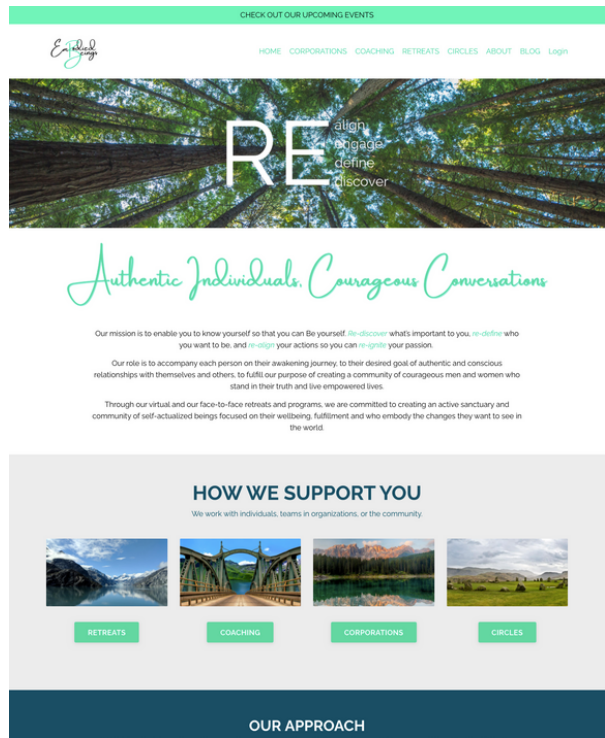
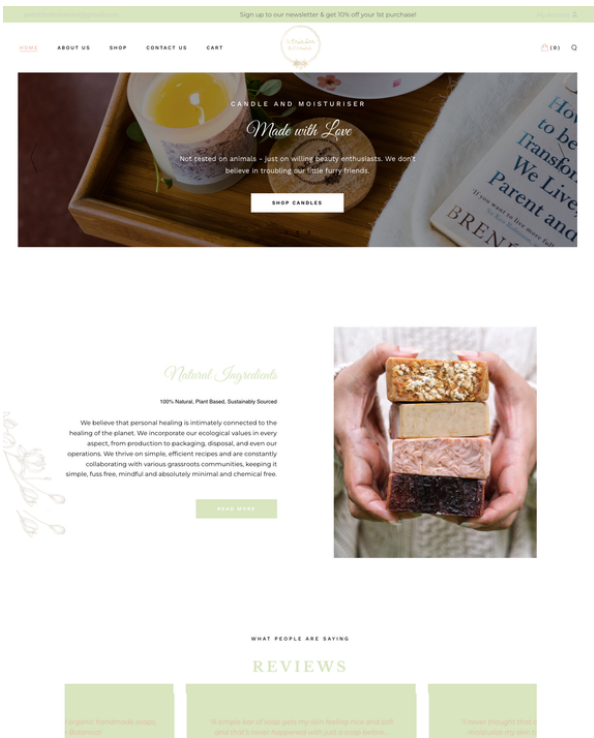
www.goelectricindia.com - Go Electric Initiative - New Delhi, India

WEBSITE BUILDS



Customer Review:

"It was a pleasure working with Natasha. Her attention to detail and quick response helped in finishing the job with ease. Her being considerate of our lack of understanding of tech knowledge and deciphering our requirement at every stage certainly needs a mention. Shall look forward to work on a project soon again." - Koppula (Sub Contractor)



(RE)BRANDING, EMAIL MARKETING, COPY WRITING AND DESIGN PROJECTS

Services included:

- Complete Branding exercises, from visual aesthetic creation (logos and colour palettes) to communication, messaging and marketing strategies.
- Email Marketing Set-up, Review Analysis, Strategy, Planning Optimisation, Automation, and Reporting
- Copy Writing for websites and marketing collateral, conclusion papers, speeches and more
- Designing Marketing Flyers, product labels and Bio-metric reports

CLIENTS:

www.Refash.in - Refash - Social media management, Ads, Blog, Email Marketing and supervision of interns.

www.TheLearningGym.co - The Learning Gym - Blogs, email marketing and social media content creation and management.

www.nabay.com - Nabay - Graphic Design work for Social media content, emails, website banners and presentations.

www.thespacelines.com - SP A C E - (Fashion Brand) - Chandigarh, India (site migration, email marketing set up and digital marketing strategy)

www.embodied-beings.com - Embodied Beings (Coaching Consultancy) - United Kingdom (complete brand, website and marketing strategy build)

www.pipabella.com - Pipa Bella (Jewellery e-Store) - Mumbai, India (email automation)

www.brewhousetea.com - Brewhouse (Organic Ice Tea) - New Delhi, India (website, brochure, collateral copy) via Bakheda.co Digital Agency

IMA Conclusion Papers (Transcribing and summarising Forum Discussions)

www.integralwebschool.com - IWS (ERP Solutions for Education) - New Delhi, India (website content)

<https://www.nainasapparel.com/> - copywriting for website content.

EMAIL MARKETING FOR PIPA BELLA

OPTIMISATION OF AUTOMATED EMAIL MARKETING SERIES

The image shows an email order confirmation from Pipa Bella. The email is addressed to Vaishali Shrikant Wani and includes a 'VIEW ORDER' button, a list of items (18K Gold Plated Infinity Style Bracelet), delivery details, and order details. A blue arrow points from the bracelet item to a screenshot of the product page on the Pipa Bella website, which shows 'Silver Boho Dangling Earrings' with a 'THANK YOU!' message and a 'TRACK YOUR PACKAGE' button.

OBJECTIVES:

- Review & Optimise design, frequency, segmentation and automation of Welcome Series, Conversion Series, Re-engagement Series and Loyalty Series of emails.
- Increase Open, Click & Conversion Rates: Opens increased by 3055% and Clicks by 1933%. Increased sales from Welcome Series from 4 transactions in 2 months to 91 transactions in 2 months.

Customer Review:

"Natasha worked as an Email Strategy Consultant for PipaBella. She comes with immense experience and has a sound knowledge of the industry. She is extremely clear in her communication, thoughts and ideas. Her understanding of email marketing flows is exemplary and was one of the key points that helped the company in successfully improving our email marketing metrics. She's fun to work with and a cheerful personality. I would highly recommend Natasha!" - Ashna Metha (Sr. Brand Manager)

CONSULTATION PROJECTS

Projects included:

- eCommerce, Digital Marketing and Communications Consultant for MARS India - Pet Food Division. Helping them build a Club/Community site and manage communications for their eSPT partners.
- Social Media Manager for PunkLemon - helped with managing the junior social media executive, planning marketing calendars, creating content, posting, reporting and managing social media ads for PunkLemon's clients in Fashion, Jewellery, F&B and Yoga.
- Lead Generation Marketing for Nordic Intent - worked with internal teams to revamp websites for Kodework, Fat Hamster, Negative Studios and Nine Stack. Creating lead generation marketing strategies for Kodework, Fat Hamster and Negative Studios. Supervised the SEO executive. Created and ran social media ads with lead generation contact forms. Consulted on social media posts and content for various internal brands.

CLIENTS:

www.Refash.in

www.TheLearningGym.co

Vulcan Consultech Pvt Ltd - Marketing Consultant for all their group companies: Emaho Films, Living Luxury Real Estate, Booch Kombucha, and Jhana Foundation

MARS India - External Marketing and Communications Consultant
<https://ind.mars.com/>

www.kodework.com

www.fathamsterstudios.com

www.ninestack.com

www.negativestudios.in

www.punklemon.com

MY CONSULTANCY SERVICES - PROJECT BRIEF

Your company is a strong brand with a proven track record of meeting customer expectations in a rapidly changing market. You have the products and services people want, but there's a gap between your current sales and where you want to be.

Growing your business means building on your strengths to improve your company's flexibility and capacity for innovation - both in what you offer and how you offer it.

That's where I come in.

- 01** A SWOT analysis of your company, SMART Goals and Measurable KPIs
 - 02** A customised solution tailored to your specific needs
 - 03** An implementation plan to achieve those Goals and KPIs
 - 04** Implementation services and supports to provide the best solutions, content, and services
 - 05** Ongoing project management and analytics that ensure benchmarks are met and tactics are modified to reflect the evolving needs of the organisation and its clients
-

SERVICES OFFERED

CUSTOM SOLUTIONS FOR YOUR BUSINESS



DIGITAL MARKETING STRATEGY

There's no question that a big part of your marketing strategy has to be digital. Your customers are almost always online - and you want to be able to reach them and observe their behaviour where they spend the most time. My customised digital marketing strategies are a series of actions that help you achieve your company goals through carefully selected online marketing channels. These channels include paid, earned, and owned media, through social media platforms, email marketing, websites, and customer service teams.

SOCIAL MEDIA MANAGEMENT

Using the 3 major social media disciplines: social listening, social analytics and social engagement, I will monitor and drive social conversations across platforms to make sure we're reaching, engaging and converting your customers, where they spend their time.

EMAIL MARKETING

If you aren't already using email marketing to keep your customer's engaged and your business top of mind, I'll set you up, create your accounts, templates, messaging and strategies. Build and segment your audience and manage the personalised communications you send to them.

SERVICES OFFERED

CUSTOM SOLUTIONS FOR YOUR BUSINESS

E-COMMERCE STRATEGY & OPERATIONS

Whether you're already online or want to start selling your products and services online, I can guide you through the process of setting up or optimising your online store, selecting and optimising your logistics and warehousing processes, training your customer service teams, defining your e-commerce strategy, identifying your target audience and goals, increasing online traffic, optimising your conversion funnel, driving revenue and increasing customer loyalty.

OTHER SERVICES

- Branding and Guidelines
- Project Management
- Website Development (UI/UX)
- Design and Content Creation
- Copywriting and Proof Reading
- Customer Service and Response Management Training

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HAND DRAWN AND PAINTED ORIGINAL ART

I am also a watercolour and pencil artist and I love incorporating my art skills with my more technical digital skills. If you're looking for a commissioned, personalised piece of art for your office or your marketing materials (posters, social media content, packaging etc) I'm happy to discuss ideas and how I can help you get the unique look and feel to portray your brand/company.

You can get an idea of my work here: www.instagram.com/natasham.art

I have created a custom series of New Moon Zodiac Paintings for Natalie Matos Music: <https://nataliematosmusic.com/news/>

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