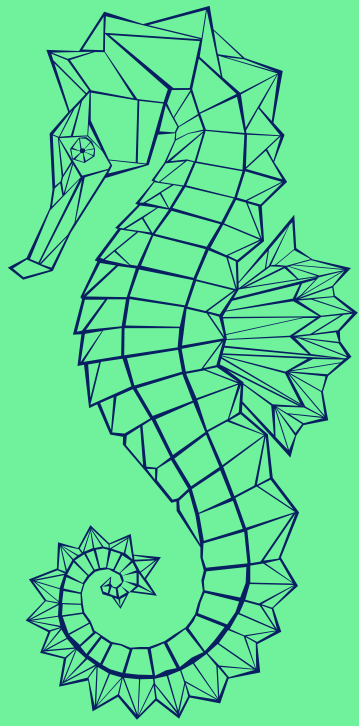


NATASHA MENON

e-Commerce & Digital
Marketing Consultant

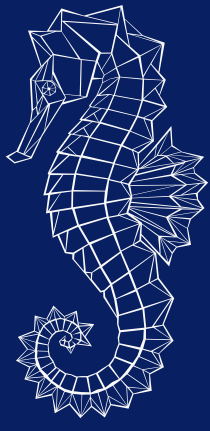
SERVICES DECK

WWW.NATASHAMMENON.COM



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OVERVIEW

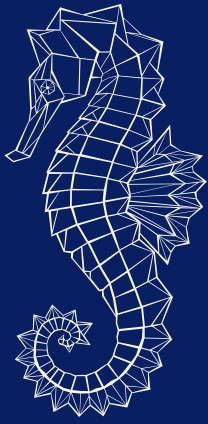
In today's fast-paced world, growth and innovation are essential—but finding the time to focus on the big picture can be challenging. While your business is good, the question is: can it be even better?

I believe it can.

As a digital consultant, I bring a fresh perspective to help you unlock untapped potential. By partnering with me, you can focus on what you do best, while I develop strategic solutions that drive growth and tackle complex challenges - what I do best.

Let's build on your strengths and create a roadmap for your business to reach new heights. I look forward to discussing how we can take your success to the next level.

NATASHA MENON



UNLOCK YOUR BUSINESS POTENTIAL

WHAT I DO

Running a successful business goes beyond managing day-to-day tasks—it requires a clear vision for future growth. Even if your business is thriving, there's always room for improvement.

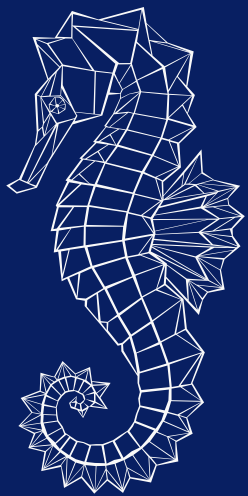
I provide strategic insights and tailored solutions designed to unlock new growth opportunities. With over 22 years of experience and a proven track record of working with global clients, I'll help you address key challenges and elevate your business to its full potential.

Together, we can transform your business through innovative strategies and customised digital solutions that are built for long-term success.

Key Services:

Strategic Growth Consulting
eCommerce & Digital Marketing
Tailored Solutions to Drive Results

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ABOUT ME

ECOMMERCE & DIGITAL MARKETING
CONSULTANT

With over 22 years of experience in retail and digital marketing, I specialise in driving business growth through strategic e-commerce solutions and innovative marketing strategies. My extensive background includes both online and offline retail, giving me a comprehensive understanding of the challenges businesses face in today's evolving market.

Certified by the Chartered Institute of Marketing, I have worked with clients across multiple industries globally, helping them optimise their online presence, increase conversions, and enhance customer engagement.

WHAT I DO

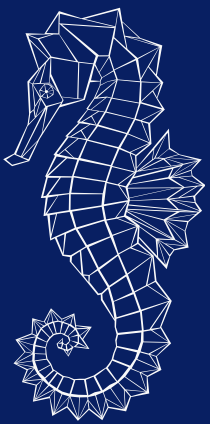
I help businesses thrive by:

- Developing e-commerce strategies that boost sales and customer retention
- Crafting custom digital marketing plans tailored to specific business goals
- Offering content creation, social media management, and web design to elevate brand presence

WHY CHOOSE ME?

- **Proven Expertise:** Over two decades of experience delivering measurable results, including increasing e-commerce sales by 55% in one year.
- **Global Perspective:** A diverse portfolio of clients from fashion to F&B across multiple regions, providing unique insights for tailored solutions.
- **Results-Driven:** I focus on long-term growth through strategies that align with your business vision and goals.





KEY SKILLS & EXPERTISE

DOING WHAT I DO WELL



KEY SKILLS & EXPERTISE

DOING WHAT I DO WELL

1. E-COMMERCE STRATEGY

- Developing comprehensive e-commerce strategies that connect every aspect of a business, from user experience to logistics, ensuring all elements work seamlessly together to drive growth.
- Proven ability to increase revenue through carefully structured conversion funnels and a holistic approach to customer journeys.

2. DIGITAL MARKETING

- Crafting multi-channel digital marketing strategies with a strong emphasis on connecting every campaign to broader business goals.
- Balancing big-picture thinking with meticulous attention to detail in campaign execution, ensuring everything from messaging to design is on-brand and impactful.

KEY SKILLS & EXPERTISE

DOING WHAT I DO WELL

3. CONTENT CREATION

- Delivering visually appealing and highly polished digital content, with close attention to presentation and detail, that aligns with overarching brand strategies.
- Managing content calendars to ensure every piece fits within the larger marketing vision while maintaining a high standard of quality.

4. SOCIAL MEDIA MANAGEMENT

- Creating and executing social media strategies that consider both immediate engagement and long-term brand growth.
- Maintaining strict attention to detail in managing posts, visuals, and interactions, ensuring all elements consistently reflect brand identity.

KEY SKILLS & EXPERTISE

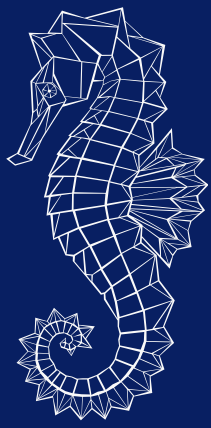
DOING WHAT I DO WELL

5. WEB DESIGN & DEVELOPMENT

- Designing seamless, user-friendly websites with a keen focus on both the big picture of customer experience and the finer details of navigation, layout, and visual appeal.
- Ensuring each website is optimised for performance and aesthetics, balancing functionality with design.

6. DATA ANALYTICS

- Employing a detail-oriented approach to tracking performance metrics and deriving actionable insights that feed back into the broader strategy.
- Ensuring every campaign, post, and piece of content is aligned with key business objectives, refining tactics for continuous improvement.



KEY ACHIEVEMENTS

"STRATEGY WITHOUT
PROCESS IS LITTLE
MORE THAN A WISH
LIST."

— **ROBERT FILEK**

KEY ACHIEVEMENTS

E-COMMERCE SUCCESS STORIES

- **Increased e-commerce sales by 55%:**

Successfully grew online sales within a year for a global fashion brand, driving significant revenue growth through a tailored eCommerce strategy.

- **Boosted Conversion Rates by 31%:** Improved the online shopping experience, optimising the customer journey and increasing conversion rates within 12 months.

- **Achieved 33% Repeat Purchases:**

Implemented customer retention strategies that led to higher customer loyalty and repeat purchases.

- **Contribution to Retail Sales from 0% to 5%:**

Played a key role in growing online sales contribution to overall business revenue, transforming the digital channel into a major sales driver.



EMAIL MARKETING ACHIEVEMENTS

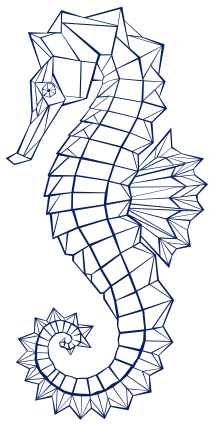
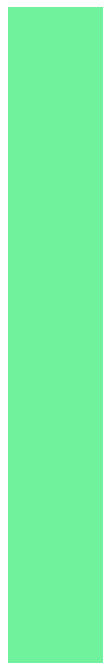
- **Grew Database by 30%:** Expanded email subscriber lists through targeted campaigns, increasing overall reach and engagement.
- **Achieved Average Open Rates of 25%:** Consistently outperformed industry benchmarks in open and click rates, driving higher engagement and conversions.
- **Email ROI of 4-10x:** Managed high-performing email campaigns that delivered substantial returns on investment.



SOCIAL MEDIA WINS

- **Increased Followers by 15.5%:** Grew social media following for clients through a mix of organic and paid strategies, increasing engagement and brand visibility.
- **Upgraded Branding for Increased Revenue:** Completely revamped social media branding for a wellness client, resulting in a 4% increase in sales within the first 4 months





PAST EXPERIENCE & SPECIFIC PROJECTS



PAST EXPERIENCE

Prior to becoming a Consultant, at **The Valiram Group** (Malaysia), I led eCommerce operations for brands like Michael Kors, Kate Spade, and Tumi, increasing conversion rates from 0.3% to 1% and driving significant online sales growth across the APAC region. I managed cross-functional teams and vendor partnerships, optimizing the entire eCommerce lifecycle.

At **Exclusively.in** (New Delhi), I spearheaded online operations, CRM and email marketing, growing the email database by 12-15% monthly and contributing to 20% sales growth.

At **Oasis Lifestyle LLC** and the **Al Jazira Fashion Group** (Oman & Bahrain), I oversaw the implementation of multiple furniture and fashion brands, managing store operations, staffing, merchandising and promotions.

I also managed the Children's Health Academy of Specialised Sports in Bahrain.

SPECIFIC PROJECTS

CONSULTANCY PROJECTS

VULCAN CONSULTECH PVT LTD (INDIA)

- Developed and executed digital marketing strategies for their group companies (Emaho Films, Living Luxury Real Estate, Booch Kombucha), helping them grow their online visibility and optimise digital campaigns.

MARS INDIA (PET FOOD DIVISION)

- Created and managed a community website and communications for their eSPT partners, boosting customer engagement and establishing a stronger digital presence for the brand.

NORDIC INTENT (INDIA)

- Led lead generation marketing strategies, revamped websites for brands like Kodework and Fat Hamster, and managed social media ads with lead generation contact forms, increasing the visibility and engagement for multiple clients.



SPECIFIC PROJECTS

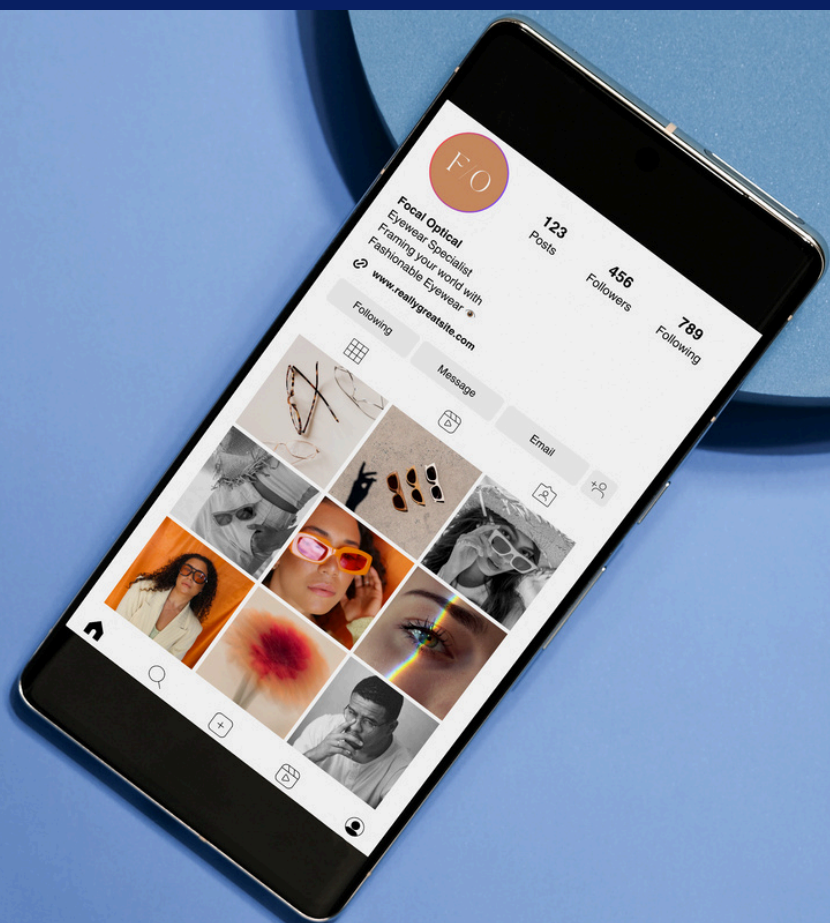
SOCIAL MEDIA MANAGEMENT

As a digital consultant, I've managed social media strategies for a diverse portfolio of clients, including [Luneclay Pottery Studio](#), [Kefi Goa](#), [Refash.in](#), The Learning Gym, and Ztote Consult, spanning industries from eCommerce and hospitality to wellness and fashion. My work includes creating and optimising social media profiles, growing followers organically and through paid ads, and developing 3-12 month marketing strategies tailored to each client's goals.

Key services include:

- Crafting marketing calendars and producing content (photos, videos, captions) weeks in advance
- Conducting online PR by collaborating with influencers, bloggers, and local businesses
- Monthly performance reporting and strategy adjustments based on data analysis

This approach has successfully increased brand visibility, engagement, and conversions across various platforms.



SPECIFIC PROJECTS

WEBSITE CREATION & MAINTENANCE

I have developed, edited, and maintained websites for a wide range of clients, including [Fructo](#), [Rachel's Orchard](#), [Astraea Linskills](#) and [Emaho Films](#), spanning industries from F&B to legal, fashion and wellness. My services include designing e-commerce and static websites on platforms such as Wix, Shopify, WordPress, Squarespace, and more, ensuring user-friendly designs that drive engagement and conversions.

Key services include:

- **Website Design & Development:** Building websites from the ground up, ensuring optimal user experience and functionality.
- **Content Creation:** Writing clear, engaging content tailored to each section of the site.
- **SEO & Optimisation:** Implementing basic SEO practices, including image optimisation and speed tests, to enhance site performance and visibility.
- **Maintenance:** Regular updates, domain management, and resolving broken links or issues for a smooth user experience.

My focus is on creating websites that align with each client's unique brand identity while ensuring ease of use and optimized performance.

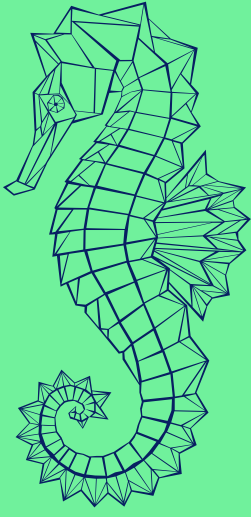
SPECIFIC PROJECTS

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

I have extensive experience in developing comprehensive branding strategies, crafting email marketing campaigns, writing copy, and designing marketing collateral for various industries. My work includes full-scale rebranding efforts, creating visually cohesive marketing materials, and designing email automation workflows to drive customer engagement.

Key services include:

- **Branding & Rebranding:** Led rebranding efforts for Embodied Beings (UK), SP A C E (India), and Refash (India), aligning visual identity, website design, and marketing strategies to boost brand visibility and engagement.
- **Email Marketing & Automation:** Optimised email marketing flows for Pipa Bella (India) and designed campaigns for Brewhouse (India) and Nabay (Oman), significantly increasing open rates, customer engagement, and conversions.
- **Copywriting & Content Creation:** Created engaging content for The Learning Gym (India), Naina's Apparel (India), and Integral Web School (India), enhancing brand voice and simplifying complex concepts.
- **Design Projects:** Designed cohesive marketing materials for Brewhouse (India), Nabay (Oman), and Refash (India), aligning brand visuals with digital marketing strategies for greater impact.



WHAT MY CLIENTS SAY

"As I was looking to consolidate and rebrand my business, I was introduced to Natasha's work by a friend. From the first time we connected, I felt I could work with her. Her character, flexibility, guidance, commitment, and dedication, created the space for the new brand Embodied Beings to come to live.

Natasha helped me connect more closely to my clients; she helped me sharpen my messaging and clarify the direction of my work."

AMEL MURPHY
EMBODIEDBEINGS.COM

"I had the pleasure to work with Natasha over the last 2 years building an online presence for my company called The Learning Gym.

Though new to the L&D field, Natasha was quick to understand our industry, open to feedback and full of ideas. Not only did she take care of planning, writing and designing our social media posts, she also supported us in creating a BLOG, newsletter and email campaigns."

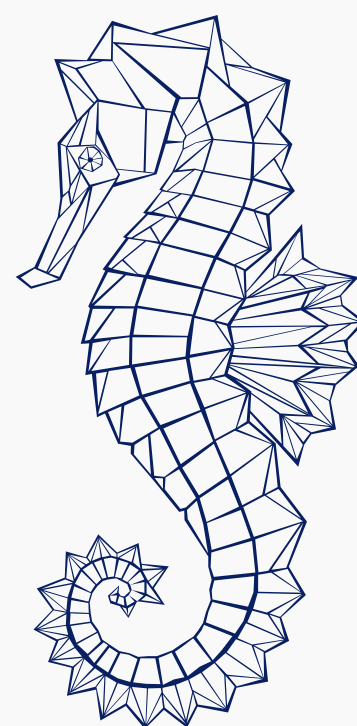
MELANIE MARTINELLI
L&D PROFESSIONAL

"I have known Natasha for well over 2 decades, and knowing her skills and "can-do-attitude" we enlisted her services for Nabay.com, her in-depth knowledge of e-commerce and the middle-eastern markets meant that she could instantly add value and deliver high quality content with a minimum delivery time."

KIM JEPSEN
ZTOTE CONSULT

CONTACT ME

FOR INQUIRIES



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