

# MELIS ATAOL

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## CX STRATEGIST & INNOVATION PROGRAM MANAGER

After 8 years on a path towards corporate senior management across **digital marketing, omnichannel customer experience and service design**, I pivoted my career in 2022 to follow my entrepreneurial nature. Today, my objective is to help **early-stage startups and corporations** innovate their **value propositions, growth funnels and customer programs** by combining my commercial experience with **expertise in entrepreneurship, innovation and business design**.

### WHAT I BRING TO THE TABLE

- Design thinking & human-centred design
- Workshop design & facilitation
- B2C acquisition & retention growth funnels
- Commercial marketing & sales operations
- Excellent communication & presentation skills
- Creative thinker with collaborative approach
- Team & leadership coaching
- Fluency in English, French and Turkish

### WORK EXPERIENCE

#### EPFL Vice-Presidency for Innovation | Program Manager

Oct 2022 – Current

- **Program Design & Startup Coaching** Redesigning and managing an academic incubation program for students launching startups, including student coaching and grant awards.
- Creating and testing new interactive learning formats for students practice skills in entrepreneurship, innovation and leadership.

#### Freelance | Program Manager

Apr 2022 – Current

- **Client: Nespresso Global & Nespresso UK**
- **Workshops Design & Facilitation** Designing and facilitating interactive workshops between Nespresso's Global Management Team and +40 students from IMD, EPFL and UNIL around key business challenges to co-create strategic solutions.
- **Client: Pangaea X by Mike Horn**
- **Innovation Coach** Mentoring for the Pangaea X start-up competition, where sustainable startup teams compete for the chance to win the grant prize
- **Client: Woofy**
- **Startup Design** Developing new service offering and business model for Lausanne-based startup in pet services. Pro bono work.

#### Philip Morris International

2014 – 2021

#### ↳ Head of Retail Experience (Sep 2019 – Dec 2021)

- **CX & Retention Services** Developed services for customer return visits and remote services
- Increased the customer referral rate by +160% in boutiques
- Doubled the channel's Net Promoter Score to 64 (vs 3 for FMCG brands)

- Boosted daily revenue from in-store promotions by +113%
- Created VM placements for cross-selling & repeat purchases
- Shaped training of staff for upselling & cross-selling with premium CX

↳ Head of Consumer Journey & Incubation (July 2018 – Aug 2019)

- CX Strategy & Solution Design**
  - Defined omnichannel strategies for new user acquisition and retention
  - Developed new remote home trial & onboarding journeys for acquisition
  - Achieved -33% in product abandonment & +8% in new user conversion
- Teams & Culture Transformation**
  - Built team & recruited 8 design thinkers and innovation coaches
  - Led ideation and co-creation workshops across departments
  - Created collaboration workflows for consumer-centric transformation

↳ Head of Digital & Omnichannel (Apr 2017 – Jun 2018)

- Leadership & Governance**
  - Built affiliate's first multi-category digital marketing team with 11 direct reports to manage 6 digital platforms implemented ground-up
  - Managed budget of CHF 2.5 Millions
  - Cross-unit collaboration with sales, marketing, legal and operations
- Lead Generation & Ecommerce**
  - Enhanced lead generation platforms and achieved +36pp in lead sign ups
  - Delivered SEO strategy that resulted in +60% organic search revenue
  - Web optimisations reached -35pp bounce rates, +34% organic traffic
- CRM & Email Marketing**
  - Developed CRM strategy with segmentation based on user behaviours
  - Conceptualised and launched onboarding & handholding email journeys
  - Launched monthly newsletters driving traffic to e-com & offline events

## LANGUAGES

- **English:** native, fluent oral & written skills
- **French:** native, fluent oral & written skills
- **Turkish:** native, proficient oral skills
- **Italian:** beginner, basic oral skills

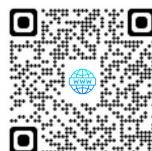
## EDUCATION & CERTIFICATIONS

Harvard Business School Online   Negotiation Mastery	2023
Hyper Island   Facilitative Leadership	2023
INSEAD   Blockchain Revolution Course Specialization	2021
Imperial College Business School   MSc Strategic Marketing	2012 – 2013
Royal Holloway University of London   BSc Management with International Business	2019 – 2012

## FIND OUT MORE ABOUT ME



[www.linkedin.com/in/melisataol](https://www.linkedin.com/in/melisataol)



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