Lina Tizniti
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Personal Statment

Commercially focused Marketing and E-commerce Leader with 7+ years' experience across marketing, e-commerce, sales, and growth within performance driven environments. Proven ability to define market strategies, architect conversion led messaging, optimise end to end customer journeys, and drive sustainable revenue growth across digital and marketplace channels. Known for blending strategic leadership with hands-on execution, influencing senior stakeholders, and delivering measurable commercial impact.

Work Experience

E-commerce & Marketing Assistant Manager - Thames Hospice

Leading Hospice in the UK, in this role I gained experience on how to use resources that are available to you and still generate exceptional results.

- Owned the end-to-end e-commerce and digital marketing strategy, aligning revenue objectives, brand positioning, and organisational priorities.
- Delivered a 43% increase in eBay revenue through SEO-led product optimisation, improved merchandising strategy, and conversion-focused content architecture.
- Designed and executed integrated go-to-market campaigns, increasing awareness, engagement, and conversion while strengthening brand credibility.
- Led organic performance testing to identify high-performing content, then scaled reach through paid activity to maximise ROI.
- Defined and governed brand voice and value proposition across campaigns, product listings, and digital touch points.
- Analysed trading performance, customer behaviour, and campaign KPIs to inform strategic decisions and improve customer lifetime value.
- Managed the ShopWired e-commerce platform, ensuring governance, data accuracy, promotional alignment, and consistent brand execution.
- Consistently exceeded monthly revenue and performance targets across digital and marketplace channels.

Private Label - Highline Industries Limited

- Defined and executed Amazon growth and go-to-market strategy, combining organic optimisation, demand analysis, and competitive intelligence.
- Conducted in-depth market, pricing, and competitor analysis using Helium 10 to identify profitable, low-competition product opportunities.
- Led international expansion and localisation strategy, optimising listings in English and Spanish to increase global reach and sales.
- Developed value proposition and message development, ensuring alignment with customer needs and market positioning.

Account Manager - EPP Group

- Managed and grew a portfolio of high-value corporate clients, consistently exceeding commercial and revenue targets.
- Closed complex, high-ticket deals through consultative selling, commercial negotiation, and stakeholder alignment.
- Built long-term client relationships, enabling rapid deal cycles and repeat business.
- Operated effectively within structured, performance-driven environments, balancing commercial objectives with client satisfaction.
- Applied CRO principles across copywriting, SEO, product presentation, and performance testing to systematically improve trading performance.

Waitress - Spring Inn

- Developed customer service skills, how to manage and deal with customers, taking orders and ensuring a smooth excellent dinning experience is provided.
- Trained in maintaining cleanliness and composure under pressure.
- Developed a team work mentality to ensure everything was running smoothly whilst attending individual tasks.
- Trained and developed my upselling skills by gently recommending customers items from the menu suitable for them.

Interests and Achievements

- Languages: English (fluent), Spanish (fluent), Arabic (speaking proficiency)
- Awards: Public speaking and persuasive communication
- Interests: Social impact, strategic communication, and market development

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Education

- Royal Holloway, University of London LLB Law Ungrad
  Furze Platt Senior School - GCSE & A-Levels