

Alesson Souza

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15+ Years B2C Digital Leadership · FMCG · Insurance · Tech · Gov

alesson.io

Auckland, New Zealand

PROFILE

Results-driven Digital Marketing Manager with 15+ years leading B2C and multi-channel digital programmes across FMCG, insurance, and consumer tech. Proven track record owning end-to-end customer journeys, from first touchpoint to conversion, and translating strategy into measurable commercial outcomes. Experienced managing agency relationships and embedding scalable frameworks across complex, matrixed organisations. Comfortable setting strategy and executing across performance channels, marketing automation, and analytics.

CORE COMPETENCIES

DIGITAL STRATEGY & LEADERSHIP

- B2C digital marketing management
- Customer journey mapping & optimisation
- Agency & vendor management
- Scalable process & framework design

PERFORMANCE & CHANNELS

- Google Ads, Meta & paid social
- SEO / SEM / Display / Analytics
- CRO & funnel optimisation
- Marketing automation & CRM

PRODUCT & PLATFORMS

- Digital product management
- CMS governance (Adobe AEM)
- Salesforce CRM implementation
- Social media strategy & paid social

EXPERIENCE

IAG New Zealand

JAN 2024 - JAN 2025

SENIOR DIGITAL PRODUCT CONTENT MANAGER · AUCKLAND

- Led digital performance and content delivery across all IAG consumer brands in NZ and Australia, managing a live backlog, staged deployment schedules, and cross-functional delivery teams.
- Drove cross-team alignment across marketing, compliance, legal, and development in a matrixed environment, influencing without direct line authority.
- Oversaw CMS platform migration to Adobe Experience Manager (AEM), maintaining governance continuity across all public-facing consumer touchpoints throughout transition.

Samsung Electronics

MAY 2023 - OCT 2023

SENIOR PRODUCT MANAGER - GLOBAL DIGITAL MARKETING ·
AUCKLAND

- Managed always-on B2C digital performance across SEO, paid media, social, and content for Trygalaxy.com, Samsung's flagship global web experience across 30+ country markets.
- Led CRO sprints using funnel analysis and user insight to improve conversion; defined KPI dashboards to report performance to senior stakeholders.
- Delivered 490,000+ daily visitors and 23M+ total visits, demonstrating strong commercial reach and engagement at global scale.
- Managed geo-personalised user journeys and product onboarding flows, improving post-visit conversion metrics.

Dept. of Internal Affairs - NZ Government

JUL 2020 - JAN 2021

SENIOR DIGITAL PROJECT MANAGER · AUCKLAND

- Delivered government digital programmes including site builds, EDM campaigns, and platform enhancements within compliance, schedule, and budget constraints.
- Facilitated cross-agency workshops and managed multi-stakeholder alignment in a regulated, high-accountability environment.

Philip Morris International

MAR 2019 - JAN 2020

SENIOR PRODUCT & CUSTOMER MANAGER · AUCKLAND

- Owned end-to-end B2C digital transformation of IQOS.co.nz, delivering an integrated e-commerce, CRM, and customer journey platform.
- Designed segmented lead-generation funnels and Salesforce-powered automated nurture flows, improving lead quality and post-lead conversion across sales and support channels.
- Built and optimised customer journeys across acquisition, onboarding, and retention, coordinating content, UX, webchat, and EDM for a cohesive end-to-end experience.
- Managed agency and technology vendor relationships against delivery milestones in a complex stakeholder environment.

Suncorp

DEC 2017 - JAN 2019

SOCIAL BUSINESS LEAD · AUCKLAND

- Led digital adoption and social strategy across consumer business units; partnered with leadership to deliver measurable engagement and change programmes across a multi-brand environment.
- Managed internal stakeholders and external vendors to deliver transformation initiatives on time and within budget.

Nestlé

JUL - NOV 2017

SENIOR DIGITAL
PROJECT MANAGER ·
AUCKLAND

- Delivered SEO, paid social, and EDM campaigns across Nestlé's FMCG brand portfolio.
- Managed web content, agency performance, and end-to-end digital marketing execution.

BNP Paribas Fortis

NOV 2015 - MAY 2016

PRODUCT
OWNER -
DIGITAL · PARIS

- Launched AEM-based digital platform with Adobe; delivered AI-powered customer engagement tools.
- Aligned business units on digital strategy tied to commercial KPIs across European markets.

EDUCATION

MBA, Communications

Université Lumière Lyon 2 · France

2010

MA, Comparative Literature

Université Lumière Lyon 2 · France

2009

TOOLS & LANGUAGES

TOOLS & PLATFORMS

Salesforce

Adobe AEM

Google Analytics

Google Ads

Meta Ads

Jira

Claude AI

Figma

LANGUAGES

English - Fluent

Portuguese - Fluent

French - Fluent

Spanish - Professional

Italian - Professional

German - Basic

Russian - Basic

References available on request · Auckland, New Zealand

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