

Kitty Wong

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Product and marketing technology professional combining end-to-end product ownership with hands-on solution development across CRM, automation, customer data and business workflows. PSPO I and PSM I certified, with experience translating business needs into scalable products and systems using Salesforce, APIs, automation, code and AI-assisted development. Strong track record leading products from user discovery and technical feasibility through prioritisation, roadmap development, build, implementation and adoption, delivering measurable improvements in operational efficiency, customer engagement and commercial performance.

CORE CAPABILITIES

Product Management: Product discovery, user requirements, scope of work, feasibility assessment, product lifecycle management, product strategy, roadmap development, prioritisation and stakeholder alignment

MarTech, CRM & Data: Salesforce, Airtable, email marketing tools, customer intelligence, behavioural tracking, audience segmentation, CRM enrichment, marketing operations, campaign planning and workflow optimisation

Technical Solutions & Integration: API configuration, systems integration, automation, data flows, technical troubleshooting, Python, Make.com, HTML/CSS and hands-on solution development

Data Architecture & Analytics: Cross-platform data architecture, data modelling, data governance, customer and commercial data, Looker Studio, Power BI, GA4, KPI frameworks and reporting products

Agile Delivery: Backlog management, user stories, Scrum, Kanban, UAT, iterative delivery, product adoption and continuous improvement

Stakeholder & Change Management: Global and cross-functional stakeholder management, requirements alignment, user enablement, technology adoption and delivery within complex, relationship-driven organisations

PROFESSIONAL EXPERIENCE

White Cube

London

Digital Marketing Manager, Digital & Audiences

May 2024 - Present

*Function as a **MarTech Product Owner and hands-on solutions developer** for a global contemporary art gallery operating across five countries. Member of the Project Management Office and AI Steering Group. Own and build CRM, customer intelligence, marketing operations and digital products, working across commercial, marketing and technical stakeholders in a complex, relationship-driven environment.*

Product Ownership & Technical Delivery

- **Own and develop MarTech products end-to-end**, combining product management with hands-on technical delivery across Salesforce, Klaviyo, Airtable, CMS and analytics platforms. Design solutions, configure integrations/APIs, and build automation logic to connect fragmented marketing and CRM systems.
- **Led development of a CRM behavioural intelligence product from discovery through delivery**, including stakeholder requirements gathering, technical feasibility analysis, solution design, data architecture and hands-on build of supporting workflows and tools.
- **Designed and implemented a unified cross-system data architecture**, integrating CRM, marketing and institutional datasets (including artwork and artist data) with client intelligence to enable richer segmentation, cross-domain relationships and consolidated reporting.
- **Rebuilt the organisation's marketing content planning system**, redesigning workflows for campaign planning, ownership, approvals and cross-team visibility based on structured requirements gathering with social and paid media teams.
- Introduced **Kanban-based workflow management and calendar-based content planning tools**, improving campaign tracking, scheduling and alignment while reducing internal email communication by approximately **80%**.
- Lead automation and integration initiatives to replace fragmented manual processes with scalable, connected workflows across marketing, CRM and reporting systems.
- Manage the full product lifecycle from discovery through delivery, including requirements definition, solution design, development/configuration, testing, implementation, documentation and user adoption.

- Work across geographically distributed teams with differing operational needs and levels of technical maturity, building consensus and driving adoption of new systems and ways of working.
- Contribute to technology strategy and innovation through the **Project Management Office and AI Steering Group**, evaluating opportunities for automation, AI and improvements to the organisation's operating model.

Marketing Leadership & Commercial Impact

- Lead **global digital marketing strategy** and campaign execution across multiple international markets, managing lifecycle marketing, email, paid media and audience development.
- **Selected impact:** +290% YoY email-attributed revenue, +8% database growth, +34% subscriber growth (New York), 20+ automated lifecycle flows, +20% qualified leads, and 10% reduction in CPL.

Shapero Rare Books & Shapero Modern
Marketing Manager

London
May 2022 – Apr 2024

Led digital marketing and platform development across two international rare books and art businesses, combining marketing ownership with hands-on development of digital tools and workflows.

- Led the **end-to-end development of two websites**, from business requirements and solution design through implementation and ongoing optimisation, integrating web, CRM, marketing and analytics systems.
- Built **lead-capture, behavioural tracking and reporting infrastructure** to improve customer segmentation, sales visibility and understanding of digital customer journeys.
- Developed internal marketing tools and workflows to improve campaign planning and reduce manual processes, while coordinating external technology partners and internal stakeholders.
- Delivered significant commercial growth through the resulting digital and marketing ecosystem, including **5x QoQ online order value, 10x qualified online leads and £500k+ in sales over two months.**

Tate
Ecommerce Executive (Website)

London
May 2021 – Nov 2021

- Supported digital-product operations across e-commerce, membership and ticketing within a complex multi-stakeholder organisation.
- Coordinated external development agencies through Jira on maintenance, bug fixes and feature enhancements; supported testing and release of website changes.
- Supported CRO and user-centred optimisation through A/B testing, analytics and improvement of key customer journeys; managed CMS content and basic HTML

Touch Gallery
Sales & Marketing Manager

Hong Kong
Mar 2019 – Sep 2020

- Built website and email marketing channels from the ground up and managed digital platforms supporting regional sales, client acquisition and relationship development.

Hong Kong Government
Executive Officer (Graduate Programme)

Hong Kong
Sep 2016 – Feb 2019

- Worked across departments in a regulated environment, coordinating stakeholders, technical teams and vendors on digital publishing, website enhancements and operational delivery.
- Supported content governance and implementation of new digital features while maintaining compliance with government publishing standards.

EDUCATION

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| • Professional Scrum Product Owner™ I (PSPO I) | Scrum.org, 2026 |
| • Professional Scrum Master™ I (PSM I) | Scrum.org, 2026 |
| • Bachelor of Social Sciences (Psychology) | The University of Hong Kong
2012 – 2016 |

ADDITIONAL INFORMATION

Languages: English (Fluent); Chinese (Fluent)