

Natalia Diácono

Growth Marketing Manager

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Nice, France · 9+ years in Tech & Growth

ABOUT ME

Growth professional with 9+ years building acquisition, activation, and revenue programs in tech companies.

Growth hacking background of continuous experimentation, structured backlogs, and shipping projects independently through no-code and AI tools.

In practice, that means reading user behaviour and intent to find what's worth testing, then building the experiment myself — a page, tool, asset, or workflow. The data decides what happens next.

PERSONAL DETAILS

BASED IN
Nice, France

EXPERIENCE
9+ years in Tech & Growth

LANGUAGES
Spanish · French · English · Portuguese

CURRENTLY — GROWTH MANAGER, PRESTASHOP MARKETPLACE

Today. I own end-to-end growth for the PrestaShop Marketplace, a B2B ecosystem selling addons and templates to ecommerce merchants and agencies.

The path in. I moved into this role after results from experimentation work as a Growth Hacker, running continuous tests across the Marketplace and PrestaShop's core product. The strongest churn reduction in 4 years for Business Care is what led to taking full ownership of the Marketplace.

Since then. I've met H2 2025 and H1 2026 revenue objectives by running growth activities across the Marketplace. AI and no-code tools give me the autonomy to ship the underlying assets myself, keeping experimentation agile.

Key result: H2 2025 & H1 2026 revenue objectives met

WHAT I OWN

MARKETPLACE GROWTH STRATEGY
Setting the roadmap and running the levers that meet revenue objectives for the Marketplace.

CHANNELS
Website, back office, email, ads. Merchandising and campaigns across every touchpoint to drive activation, conversion, and revenue.

SUBSCRIPTION RETENTION
Owning the user journey and activation activities for Business Care to reduce churn.

MERCHANT INSIGHT
Running interviews with PrestaShop merchants to understand how they personalize and scale their shops.

WORK EXPERIENCE

Marketplace Growth Manager · PrestaShop

2025 – Present · Paris, France

Own the end-to-end engagement and growth strategy for PrestaShop Marketplace, a B2B ecosystem serving e-commerce merchants and agencies.

- Achieved the lowest churn rate in 4 years for the Marketplace subscription product (company's third revenue line) for 3 consecutive months by revamping and executing a renewal-focused strategy.
- Met H2 Marketplace gross revenue objectives by launching a customer-centric lifecycle strategy focused on activation, engagement, and monetization.

Growth Hacker Manager · PrestaShop

Nov 2020 – Jun 2025 · Paris, France

Led experimentation and growth initiatives across the PrestaShop Marketplace and core software, focusing on revenue growth, activation, and churn reduction.

- Designed and ran continuous A/B testing programs on Marketplace product pages and homepage to improve conversion and drive sales.
- Launched revenue-focused email campaigns tailored to merchant lifecycle stage and user behavior.
- Ran targeted experiments to reduce Business Care churn across landing pages, user journeys, and renewal email campaigns.
- Owned activation from account creation to store creation, redesigning onboarding flows and activation email sequences.
- Partnered with Product and Design to scale successful experiments into long-term improvements.

Growth Marketer · SnapCall

Aug 2018 – Oct 2020 · Paris, France

Built the marketing strategy from scratch: value proposition and positioning, website revamp, and outbound acquisition combining scraping, segmentation, and cold outreach.

- Increased startup visibility by speaking at Web Summit, The Next Web and TechCrunch Berlin, and led SnapCall to the Web Summit Pitch Competition semi-finals.

Growth Marketer · AllTheRooms

Jun 2017 – Jul 2018 · Colombia

Drove organic acquisition initiatives to support user growth.

- Supported content marketing and SEO strategy through content promotion and backlink negotiations, strengthening organic visibility and domain authority.

Senior Digital Marketing Analyst · Accenture

Jan 2016 – Jul 2016 · Colombia

Contributed to a large-scale digital transformation program for a leading consumer goods and direct-selling company in Latin America.

- Supported the definition of digital strategy and roadmaps, including market diagnosis and KPI frameworks.

Global Client Operations Analyst · Facebook

Dec 2014 – Dec 2015 · São Paulo, Brazil

Product and operations expert for Facebook's business advertising solutions, supporting global clients and sales teams.

- Improved customer experience and operational efficiency by analysing client issues, surfacing insights, and collaborating with internal teams to scale solutions.

Business Development Representative · Salesforce

Jan 2014 – Dec 2014 · São Paulo, Brazil

Drove B2B prospecting and opportunity qualification for Salesforce Marketing Cloud across Latin American markets.

- Collaborated closely with Sales teams to support revenue generation by identifying qualified opportunities and understanding customer needs across the region.

EDUCATION

EAFIT University · International Business & Marketing

Medellín, Colombia