

RK

CONTACT

Malta

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CORE CAPABILITIES

PAID ACQUISITION & GROWTH
STRATEGY

SHOPIFY ECOMMERCE

INTERNATIONAL MARKET
EXPANSION

GA4 & PERFORMANCE REPORTING

CREATIVE TESTING & DIRECTION
INFLUENCER & CONTENT
STRATEGY

CUSTOMER JOURNEYS &
CONVERSION

AI-ENABLED MARKETING
WORKFLOWS

TOOLS

Meta Ads Manager, Google Ads, GA4,
Shopify, Klaviyo, Hotjar, Figma, Framer,
WordPress, Squarespace, Later, CapCut,
Adobe Suite, ChatGPT, Claude

Rebekah Kamsky

GROWTH MARKETING | DTC ECOMMERCE |
INTERNATIONAL EXPANSION

SUMMARY

I'm Rebekah, a growth marketing leader with 17+ years of experience spanning DTC ecommerce, paid acquisition and international expansion. I founded and lead a digital studio delivering growth strategy, Shopify ecommerce, paid media, content and creative production for consumer brands, combining commercial accountability with hands-on execution across analysis, strategy and creative direction.

EXPERIENCE

LITTLE ISLE STUDIO | Owner & Founder

July 2017 – Present · Malta

- Founded and lead a digital studio delivering growth strategy, ecommerce, paid media, websites, email, content and creative production for consumer brands.
- Built and launched OK Fashion's Shopify platform from the ground up, now managing 30,000+ products across premium brands including Swarovski, Furla, Steve Madden, Birkenstock and US Polo.
- Own paid acquisition, ecommerce strategy, campaign planning, creative direction, email and customer journey analysis, helping achieve six-figure annual ecommerce revenue and up to 10x platform-reported ROAS.
- Lead digital strategy, lifestyle content and influencer activity for The Westin Dragonara Resort, connecting brand storytelling with audience growth and booking intent.
- Manage clients, budgets, collaborators and delivery while remaining hands-on across analysis, strategy and execution.

STOREMATCH | CRO Product & Growth Specialist

May 2017 – July 2018 · Remote

- Built product growth strategy and UX direction for an innovative B2B cloud platform matching retailers with landlord vacancies.
- Helped reach more than 87,000 new users and generate over 12,000 matches within ten months.

EDUCATION

MA, e-Marketing & Social Media

Middlesex University · 2010–2011 ·
Distinction

Graphic Design & Multimedia

RMIT University · 2009–2010

Certificate IV in Multimedia

RMIT University

LEADERSHIP & TRAINING

Facilitates digital marketing and content training, including Malta Crafts Foundation programmes for artisans and small businesses.

Mentors founders and teams on digital strategy, content, ecommerce and practical marketing tools.

Leads photographers, videographers, designers, developers, marketers and external partners.

TESTIMONIAL

"Amazing ability to see every angle of each integrated campaign we launched, therefore maximising its potential."

Grant Tilsdey, Head of Digital,
Teds.com.au

EXPERIENCE (CONTINUED)

BALANCE | Head of Digital

March 2012 – December 2017 · Melbourne, Australia

- Led integrated digital strategy and execution across tourism, retail, ecommerce and consumer accounts, including Ted's Cameras, Northern Territory Tourism, Britz, Bayer, Toyota and Big 4 Holiday Parks.
- Managed tourism-based accounts with campaign budgets of approximately \$1 million.
- Owned channel planning, audience acquisition, optimisation, reporting and collaboration across creative, media and client teams.
- Helped shape integrated campaigns for Teds.com.au, connecting ecommerce, creative, customer acquisition and performance.

EARLIER CAREER

JP Advertising (HAVAS International): Digital Marketing Account Manager, 2011–2012. Set up the digital team and led social, SEO, PPC and link-building for clients including Heineken, Bank of Valletta and Nestlé.

Yell: Digital Marketing (contract), 2011. Ran social media campaigns, blogging, link-building and analytics tracking.

EC English: Marketing Executive, 2010. Delivered marketing plans across language schools in Malta, the UK, US and South Africa.

Malta Tourism Authority: Marketing Officer, 2007–2009. Led web, SEO and social campaigns; formulated a national awareness advertising campaign and represented the organisation at EU events.

SELECTED CLIENTS & SECTORS

OK Fashion · The Westin Dragonara Resort · Teds.com.au · StoreMatch · RestaurantsMalta.com · tourism organisations · health & wellbeing brands · premium retail · hospitality · technology · property · jewellery · consumer startups