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E-commerce On-line Manager

E-commerce Manager with experience in multi-channel retail (Fashion, Crafts) and specializing in highly transactional websites. I am interested in retail and looking for a role where I can use my analytical skills and experience in e-commerce to implement and manage the on-line / off-line strategy of the business.

- Experience in a number of initiatives involving E-commerce and Digital Marketing:
 - Conversion Optimisation; Design and Usability; MVT and AB testing; Wireframing.
 - Web Analytics: Analysis of user behaviour. Google Analytics Individual Qualification®.
 - Implementation of SEO. Experience in Affiliate Programmes and PPC. Personalised Retargeting.
 - E-mail marketing: Event-Triggered Emails, Personalised Recommendations.
 - Security & Payment, Marketplace Integration; On-site content management.
- CRM Analysis. RFM Mailing Segmentation & Attribution Analysis. B2C & B2B.
- Multi-skilled teams management, ability to develop individuals and progress further their careers.
- Coordination and management of web projects: critical path, inter-dependencies & team management.
- Strong technical background using different web technologies and practices. Third-parties management.

Work experience

Since
March 2010

Senior Project Manager E-commerce

Mission: Websites Management; Conversion optimization; Usability & Design; AB & Multivariate testing; Customer Reviews; Personalised Recommendations; Security & Payment Integration (PayPal, SagePay, CyberSource).

Web Analytics: Analysis of user behaviour, trends, identification of areas for improvement, analysis of landing / exit pages / bounces; checkout analysis; on-line channels performance analysis. Attribution analysis.

Email Marketing – Integration with BI solution for segmentation, lists management & stats production; event-triggered emails & third-party management.

Digital Marketing – SEO implementation. Behavioural Retargeting. Campaign Analysis.

Marketplace integration (eBay, Google Shopping).

Web Production Management – On-line Content Management.

Third-parties management: Web development; Business Intelligence Solution;

Database Analysis - RFM Segmentation & Attribution Analysis. Catalogue Performance Analysis. B2C & B2B.

PCI DSS Compliance Programme.

Means: Project Management

April 2009
October 2009

Front-end Design & Development Team Manager

Mission: • ScrumMaster. Leading the Scrum Team responsible for the design and development of the front-end.

- Sprint planning; quality, risk and progress management activities.
- Product Backlog priority exercise - along with the Product Owner.
- Sprint Backlog and design – along with the rest of the Team.

Means: • J2EE and SQL running on Oracle 9i and Websphere 6.0

- Apache Struts, Spring and Hibernate (HQL), HTML, AJAX, JSP, JQUERY
- Case Studio for Data Modeling
- Scrum delivery framework

Appraisal: • Successful delivery on-time and on-budget

- Expertise on different web technologies and practices
- Ability to develop individuals and progress their careers

October 2008
January 2009

Senior Team Manager

Dufry AG - Basel (Switzerland)

Mission:

- Lead deployments through full development life cycle, including post-implementation support.
- Coordination and support to the development team.
- Support to Operations, Logistics and Commercial Analysis on the tools to monitor key business performance indicators.
- Requirements gathering and functional analysis.

Means:

- MS SQL Server 2005, MS IIS
- .NET
- SQL scripting
- MicroStrategy
- SQL Server Reporting Services

Appraisal:

- Successful delivery of a number of products
- Gained experience in the supervision and coordination of overseas development teams

May 2008
October 2008

eCommerce Project Manager

Harrods Ltd. - London, UK

- Mission:**
- Project Management, planning and coordination of the initiatives.
 - Supervision of the requirements gathering processes.
 - Ensure scope fulfilment within required timeframe and quality expectations.
 - Progress, risk, dependencies and issues management.
 - SEO and Web Analytics - coordination and management of the solutions.
 - 3rd party vendor management including budgets analysis and cost tracking.
 - Reporting to the Programme Board on a regular basis.
 - Using PRINCE2® as a basis for the management of the programme.
 - SCRUM practices for the delivery of certain projects.

- Means:**
- MS Commerce Server 2007 Suite
 - RightNow – CRM Solution
 - Mercado – Search, Navigation and Merchandising
 - Omniture – Web Analytics Solution
 - Email Marketing Campaigns
 - Search Engine Optimization (SEO)
 - MS Project for planning and resources management.

- Appraisal:**
- Successful launch for the Christmas campaign.
 - Gained expertise in the eCommerce industry including technological, creative, operational and marketing aspects.

June 2005
May 2008

Web Applications Analyst

Everis

- Mission:**
- Lead projects throughout their entire life cycles, including planning, risks and resources management as well as post-implementation support.
 - Analysis and design of web-based insurance system.
 - Dev team management. Supervision, motivation and technical support.
 - Testing and Quality Management

- Means:**
- J2EE – JSP, WebServices on BEA Weblogic 8.1 and JBOSS. Oracle 9i
 - AJAX, XML, XSLT, HTML, CSS, Javascript and LDAP
 - Testing -The Grinder2, JUnit

- Appraisal:**
- Successful delivery of a number of projects.
 - Expertise on the management of projects throughout entire life cycle.
 - Analysis and leadership skills.
 - Experience on different web technologies and practices.

January 2003
June 2005

Web Developer

IT Consultancy

- Mission:** Web developer in a number of projects and clients using different web technologies and development frameworks (Java, Vignette, PHP, .NET, HTML, Javascript, CSS, XML).

- Means:**
- J2EE
 - PHP
 - Visual Basic 6.0 and MS Access

Diplomas and education

March 2011 March 2011	Google Analytics Individual Qualification The Google Analytics Individual Qualification is a proof of proficiency in Google Analytics that is available to any individual who has passed the Google Analytics IQ test. Area of specialisation: Web Analytics
December 2009 December 2009	Scrum Alliance Certified ScrumMaster Agile Software Development Framework RADTAC, London
November 2009 November 2009	Office of Government Commerce PRINCE2® Practitioner Certification Maven Training, London
September 2002 June 2004	Information Technologies College Information Technologies degree
September 1997 July 2002	Universitat Autònoma Barcelona Philosophy degree

Computing skills

Software

- Internet Technologies
 - J2EE: WebServices, JSP, EJB, Apache Struts, Spring, Hibernate
 - .NET: WebServices, ASP.NET
 - PHP
 - XML-XSLT-XSD
 - HTML, DHTML, CSS
 - Javascript, JQuery
- CMS
 - Industry standard CMSs (Vignette, MS Commerce Server CMS)
- CRM / Knowledge Base
 - Implementation of RightNow CRM Suite
- Search Engine Marketing (SEM)
 - White Hat SEO best practices
 - Google Adwords
- DBMS
 - Oracle, SQL Server, MySQL, MS Access
- Reporting Tools
 - MS Reporting Services
 - Microstrategy

Languages

- Java
- C#
- PLSQL
- Visual Basic

Additional information

- MS Office Suite

Language skills

English

Speaking competence: Fluent, **Written competence:** Fluent

French

Speaking competence: Intermediate, **Written competence:** Intermediate

Spanish

Speaking competence: Native speaker, **Written competence:** Native speaker