



Charlie Vose

Ecommerce & Digital Marketing Executive at And So To Bed

London, UK

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Languages

English (Native)

About

Expertise spanning Ecommerce, Retail, Sales, Customer Service, Fashion, Arts sectors over the last 16 years. Competent in ensuring consistent, high quality CX/UX. Confident in developing a small team to encourage growth.

BRANDS WORKED WITH

- Belinda King Creative Productions
- Digitalis Media Ltd.
- Dundas Worldwide
- Gordon Ramsay Holdings
- JIMMIE MARTIN LIMITED
- MARCUS WAREING RESTAURANTS LIMITED
- Orange Brands Management
- Soho House Ltd

Experience

● Ecommerce Coordinator

Dundas Worldwide | Oct 2021 - Now

- Reporting to Head of Ecommerce. Stats since joining: Sales 22% | AOV 57% | Sessions 68% | RCR 38%
- Daily website management (Ecom orders, WMS stock updates, VM, site audits, pre-orders).
- Catalogue Creation (PDP product copy, brand TOV, attributes, image categorisation)
- Apply SEO, keyword research, meta data, discoverability.
- Coordinate with marketing consultancy for image and video asset uploads, asset edits, marketing calendar alignment.
- Monitor and report on KPI's and Return Flow management for weekly strategy implementation.
- CX - Managing communication, online chat, acquisition and retention, aftercare.
- CRO analysis and solutions to elevate customer journey.
- Interviewing and training intern on processes, brand ethos, current projects and personal development.
- Communication between multiple external stakeholders (Production, Wholesale and Warehouse).
- Manage 3PL cross border trading (special focus US and EU) – EU based.
- Marketplace and Sales Channel management (liaising with external teams) i.e., Amazon Luxury Stores, Lyst, Facebook, Instagram etc.
- Sample coordination for internal content creation and Press/PR requests.
- Support with integration management.
- Coordinating markdowns and seasonal sale discounts.
- CRM Strategy Proposal 2022/23.



● Company Manager & Production Vocalist

Belinda King Creative Productions | Dec 2015 - Apr 2020

~ Resident Vocalist for Seabourn Cruise Line, Holland America Line & Princess Cruises. ~ Managing cast rehearsal schedules, administration, visa requirements ~ Hosting Special Events and excursions for guests



● Event Coordinator

Orange Brands Management | Oct 2012 - Oct 2017

~ Sole responsibility for small events (12-30pax) for both restaurants and Private Dining Room. ~ Arranging site visits, menu choices, guest preferences and general customer experience. ~ Reservations and Customer Service Agent to both restaurants.

● Key Reservations Agent

Gordon Ramsay Holdings | Aug 2011 - Oct 2013

~ Working as part of the reservations team handling bookings, events, parties, social and special occasions, promotions for the 12 Gordon

Ramsay London restaurants. ~ Sole responsibility for Restaurant Gordon Ramsay's high-end clientele correspondence and VIP contacts for the entire company.

- **Reservations Agent**

MARCUS WAREING RESTAURANTS LIMITED | Dec 2010 - Aug 2011

~ Working as part of a small team of reservationists handling marketing, events, PR and the day-to-day running of the office for this two Michelin star restaurant. ~ Sole responsibility for the Chef's Table and VIP clients.

- **Office Manager**

Digitalis Media Ltd. | Jan 2010 - Jul 2010

~ Daily management of a highly dynamic, fast paced office. ~ Planning and operation of multiple sales and technical teams. ~ First point of contact for all HR and IT issues. ~ Copywriting, Social Media, SEO application Google Analytics and internet research.

- **PA to Managing Director**

JIMMIE MARTIN LIMITED | Nov 2008 - Nov 2010

~ Part of a small design team creating bespoke, contemporary furniture. ~ Upholstery, painting, varnishing, sewing, leafing, cleaning and polishing. ~ Assisting the Director with admin tasks; answering the telephone, typing letters, invoicing and client correspondence. ~ Arranging travel and accommodation for Director and company partners. ~ Using Photoshop to design and refine images for company website. ~ Company expenses. Introduced a practical filing system to archive important credentials. ~ Showcasing furniture, assisting with deliveries and general maintenance.

- **Reception Supervisor**

Soho House Ltd | Apr 2006 - Dec 2009

~ Managing FOH team of up to 8 staff, covering event entrances and restaurant hosts. ~ Reservations for all areas of each club and hotel ~ HR duties and staff management for all new FOH employees for training quality of service. ~ Briefing guests and new members with site visits regarding all house facilities and club ethos. ~ Registering members, answering membership queries, consolidating extensive guest lists. ~ Aiding private and major events, hosting two busy restaurants at Shoreditch House ~ Communication between numerous floors, complex table planning management. ~ Hotel Security, Housekeeping and Porter duties at High Road House. ~ Night auditing, cash handling and revenue reporting.