



# Jeanne Langlaude

E-Commerce Product Owner  
Assistant at l'Occitane

Geneva, Switzerland

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Spanish (Basic)

French (Native)

## About

Student of the PGE program at IESEG School of Management I have been passionate about the fashion and luxury sector from a young age. I have a strong artistic sensibility that I translate through my drawings or regular visits to museums.

For many years, I have wanted to work in the e-commerce and digital marketing sector. Along with my studies, I worked for Isabel Marant, a French luxury brand, as a sales consultant for 3 years. This experience allowed me not only to acquire a luxury vision (Retail is Detail) but also to acquire a strong relational capacity in contact with an international clientele.

I am currently doing an internship as an assistant e-commerce product owner for the L'Occitane group. I also did an internship as an e-commerce project manager assistant. In close collaboration with the e-commerce project manager, I participate in the management and the follow-up of the projects of the sites. I also did a 6-month internship as an e-commerce assistant at DIM. I have good digital knowledge from E-merchandising to the implementation of A/B tests, SEO, SEA as well as software such as Sales Force, PIM Quable, A/B Tasty, Qualifio, Jira, Google Analytics...

I will be perfectly prepared to join your team and become one of your talents in order to continue to grow alongside your company. I am looking for new opportunities starting from July 2023.

### BRANDS WORKED WITH

Berluti

DIM

Isabel Marant

L'OCCITANE Group

## Experience

### ● E-commerce Product Owner Assistant

L'OCCITANE Group | Jan 2023 -

- Support the Product Manager of the Salesforce Commerce Cloud team in building the next platform evolutions
- Follow key indicators to identify new opportunities using Google Analytics or ContentSquare
- Audit and support key markets to adopt the e-commerce features available in Salesforce Commerce Cloud
- Communicate new features and share best practices across markets
- Write user stories and guides for new features and improvements
- Ensure data quality and update product catalog on PIM (Product Information Management) platform and Salesforce Commerce Cloud product catalog
- Adhoc tasks such as assisting with testing or supporting Ab test deployments

Weniger anzeigen



### ● E-commerce Project Manager Assistant

Berluti | Jul 2022 - Dec 2022

Within the LVMH group and the Berluti house in the e-Commerce team in charge of the various international sites which propose a catalog for men I was responsible for:

- The management of e-Commerce projects with the different external services:
  - o Cross Border, opening of 18 new countries on the e-commerce site in collaboration with Global-e.
  - o SOM Japan, implementation of Sales Force order management system

for the Japanese market.

- o Cash on Delivery, implementation of the cash on delivery service with Yamato for the Japanese market.
  - o One Stock Europe, Implementation of a unified inventory for the European market.
  - o 3DS V2, implementation of the 3DS V2 mechanism to achieve strong authentication in compliance with PSD2 and new payment methods (Paypal express, Line pay, Paypay ect) in collaboration with Cyber-source.
- Monitoring and optimization of the user experience: implementation and monitoring of UX/UI design, SEO and Web performance recommendations.
  - Analysis of the different performance indicators: elaboration of weekly and monthly reports on the performance of the site and monitoring of the different dashboards.
  - Implementation of A/B tests: Proposal, follow-up and testing of A/B tests on the site with A/B tasty and the optimization lab.

Weniger anzeigen



## ● E-Commerce Digital Marketing Assistant

DIM | Jan 2022 - Jun 2022

Within the e-Commerce team in charge of the various international websites of the Hanes group (dim.fr, dim.es, dim.com, playtex.fr, Playtex.it, playtex.co.uk, Playtex.eu) which offer a catalog for men, women, children, and babies of underwear and footwear, I was responsible for:

- Collection: Online publication of the sales catalog in collaboration with the Marketing France and International Development team (product descriptions, prices, photos).
- Site animation: Participation from an operational point of view, in the implementation of the site animation plan, from briefs to deployment, including the optimizations necessary to increase the conversion rate.
- Brand content: Development of writing and creation briefs to enrich the content pages of the website.
- Web marketing: Participation in the preparation and integration of e-mails, in the configuration of promotional campaigns on the site, as well as in the analysis of KPIs.
- E-commerce platform: Internal search engine optimization, implementation of A / B tests, as well as SEO recommendations and merchandising optimization on sites.
- Competitive intelligence: Development of improvements to be made via competitive intelligence and frequent benchmarks aimed at improving the customer experience and brand content (newsletter, features, content, promotions).
- Miscellaneous: Organization of seasonal shootings for all categories and brands.

Weniger anzeigen



## ● Sales Associate

Isabel Marant | Jun 2018 - Mar 2021

Key Activities:

- Customer Advice
- Merchandising
- CRM Software
- Stock Management

## Education & Training

2017 - 2023 ● **IÉSEG School of Management**

Master, Marketing