



Sherene Perrier

Digital Marketing & eCommerce Strategist

London, UK

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Languages

English (Native)

About

A decade of demonstrable experience creating and executing digital marketing strategies. Strong operational, eCommerce trading and analytical background with a proven track record of improving the customer experience to drive conversions and sales to successfully grow brands. Experience leading cross-functional teams and external partners through large-scale development projects and campaigns.

BRANDS WORKED WITH

Bouclème

ELEMIS

ROLI

Experience



● Head of eCommerce & Digital Marketing

Bouclème | Mar 2021 - Nov 2022

- Managing DTC growth for a plant-based, niche curly hair care brand in new territories across the EU and USA, whilst building and executing retention strategies for their main UK market. Achievements:
- Led website redevelopment project including building new features: quiz (acquisition), subscriptions (retention), improved loyalty programme and Dutch, French, and German translations
 - Developed EU webstore growth strategy to drive revenue +110% YoY (2022 v 2021)
 - Launched SMS channel Key Responsibilities:
 - Lead DTC strategy and implementation managing team of 4 with focus on growth for EU and US, and retention for UK
 - Oversee store operational planning and execution, product strategies and CRM programmes, providing strategic advice on ongoing optimisation of trading and marketing metrics
 - Lead the development and management of daily ecommerce trading and promotional activities to achieve monthly sales targets and KPIs
 - Collaborate with external agency to develop improved data analysis reports replacing manual reporting practices
 - Develop creative campaign strategies to drive growth with agency through performance marketing including testing new channels (Google/YouTube, Facebook, Tik Tok)
 - Providing CEO and Commercial Director with sales forecasts and cost budgets to align with targeted CPA/CAC, owned P&L for digital activities



● Head of eCommerce

ROLI | Nov 2017 - Feb 2021

- Managing three DTC eCommerce websites (roli.com, fxpansion.com, playlumi.com) for a music technology company specialising in innovative, award-winning instruments and software, with £3m turnover. Achievements:
- Launched preorder sales on playlumi.com, converting 22% of email leads, 50% subscription attachment rate and generating £1 m in 24 hours
 - Assisted execution and management of successful LUMI Kickstarter campaign with £1 .6m in pledges, exceeding goal Increased DTC sales 9% YoY (2018/2019) on roli.com
 - Defined performance marketing strategy including building and optimising Google and Facebook ad campaigns to achieve average 4:1 ROAS
 - Key Responsibilities:
 - Define and execute eCommerce strategy across 8 key markets, including seasonal promotions and campaigns, to deliver targets
 - Develop more profound understanding of customer needs and behaviour through marketing and NPS surveys to gather actionable insights and identify new revenue opportunities
 - Define and optimise email/CRM life-cycle marketing strategy, designing segment level journeys to grow sales and retention/LTV
 - Manage performance marketing agency (ROLI/LUMI) overseeing paid campaigns including establishing audience targeting, campaign journeys, and writing ad copy
 - Secure partnerships with third-party brands to build brand awareness and consumer base

- Partner with cross-functional teams (Logistics, Support, Sales, Design) to ensure all relevant business objectives and implications are factored into eCommerce and website development projects



- **eCommerce Manager**

ELEMIS | Jul 2013 - Sep 2017

Managed timetospa.co.uk, a multi-brand online cosmetics boutique, for global luxury British beauty brand with a product catalogue of over 400 skus and turnover of £3.5m. Achievements:

- Orchestrated global rebrand strategy to elevate and strengthen UK and US eCommerce websites
- Led transformation project, including redesign and replatform to Magento 1, managing internal team and external web development agency
- Achieved revenue target growth of 10% for 2 consecutive years (2015-2017) in a highly competitive market
- Managed channel budget; decreasing costs by 5% by re-allocating and rephasing spend

Education & Training

2012 - 2013 ● **Middlesex University**

MA, Digital Marketing

2007 - 2011 ● **BABSON COLLEGE**

Bachelor of Science,