



# Axelle Darpheuille

E-commerce manager & Digital  
Project Manager

📍 Paris, France

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## Links

 [LinkedIn](#)

## Languages

French (Native)

English (Work Proficiency)

## About

Currently E-shop manager at Dim.fr, french underwear brand, I am in charge of the French market. Based in Paris, my role is focused on reaching the goals and digital expansion of the brand.

Before that, I was able to prove myself as a E-commerce manager and Digital Project manager for a French luxury shoes brand in Paris, and also in e-commerce flash seller company in travel industry based in London.

Having a strong ethic in team work, I daily collaborate with all role and manage a intern, focusing to achieve the same goal: to optimize the sales and customer experience on website.

Having a creative mind and loving challenges and new projects, I am also a passionate photographer and art director at XAOR Agency, digital content creation agency, which I co-founded.

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### BRANDS WORKED WITH

Bettina Vermillon

Dim Brands International

Happybreak

Kompass International

MAISON LEJABY

Pernod Ricard

Secret Escapes

SNCF

XAOR Agency

## Experience



### ● E-Commerce Manager & Digital Project Manager

Bettina Vermillon | Jul 2020 - Jan 2022

#### DIGITAL PROJECT MANAGER :

Selection, coordination and management of a supplier of the project between the supplier and the team at each stage

#### COMMERCIAL PLANNING :

- Development and implementation of the digital strategy: optimization and development of the e-shop sales
- Update of the website according to the commercial plan (home page, landing page...)
- Elaboration of briefs for all the supports (e-shop, CRM, traffic management...)
- Creation of weekly and monthly e-commerce KPI analysis reports (analysis and distribution of results, action plan)
- Management of the Global e-commerce budget

#### E-SHOP MANAGEMENT :

- Update the catalog online (monitoring of product sheets, content ...)
- Optimization of the customer experience (site content, editorialization of the site, brand content...)
- Management of bugs and monitoring of the site's proper performance in co-operation with the developer agency
- Management of technical and functional web development projects in collaboration with service providers
- Analysis and reporting of the e-commerce activity
- Management of the web stock: follow-up of the flow and resupply via Fastmag

#### AFTER-SALES SERVICE:

After-sales service follow-up and handling of customer requests (shipments, returns, exchanges ...)

#### TRAFFIC MANAGEMENT:

- Collaboration with the traffic agency to manage the advertising campaigns (SEO, SEA, social paid, retargeting, etc.)

- KPI analysis and recommendations

CRM :

- Elaboration of creative briefs according to the sales animation plan
- Newsletter planning in the tool, segmentation and routing
- Analysis of KPIs and routing

MANAGEMENT :

- Management of an e-commerce assistant
- Management of stock and logistics manager

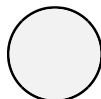


## ● Trading and planning specialist French market

Secret Escapes | Apr 2018 - Jul 2020

Making sure we offer the best products to our members by optimizing the performance of our live offers and monitoring online offer flows :

- Management of long-term strategic planning: recommendation of product types and destinations to sales teams and packages based on data analysis and seasonal trends
- Weekly selection of domestic and international deals for French market according to the trends and demands from our members
- Weekly evaluation and validation of the product catalogue for the French market based on data history provided by Sales team and working closely with Editorial team and the commercial performer to ensure the deals are attractive and will perform on our website
- Development of campaigns plan in coordination with all teams involved from Sales to CRM and Editorial
- Management and follow-up of campaign's plan with the CRM team
- Daily analysis and monitoring of site performance, major trends and proposal of action plan
- Creation of reports and analysis of KPIs according to business needs
- Management of traffic and improvement of e-merchandising (homepage, promotions label, collections, ranking)
- Weekly monitoring of packages performances with partners and making recommendation of destinations
- Management and creation of daily newsletters and big campaigns to highlight our best deals tailored for our members
- Competitors monitoring in terms of trends, prices, destinations, tone-of-voice, editorial line etc



## ● Community/Event manager

SNCF | Apr 2016 - Sep 2017

- Development and implementation of digital strategy for the Lyon train stations
- Community management of the 79 train stations of Rhône-Alpes region on social media (Facebook, Twitter, Instagram, Workplace and website)
- Organization of station events such as photo exhibitions "Portraits de Gare" and one-off operations
- Creation of visual and editorial content
- Internal communication and training about digital tools
- Weekly and monthly reporting



## ● Sales Assistant

MAISON LEJABY | Sep 2015 - Apr 2016

- Development of commercial supports in collaboration with Sales management France
- Event organization and logistics (Showroom, meeting and presentation of the Autumn-Winter 2016 collection)
- Reporting and analysis of the commercial results
- Creation of commercial supports

## ● Sales Assistant & Community Manager

Happybreak | Jun 2015 - Sep 2015

Development of the brand digital strategy: graphics standards, creation of digital and editorial contents

- Implementation and management of the social networks (Facebook, Twitter, LinkedIn, Viadeo)
- Interacting with the community Happybreak



Business development :  
- Canvassing new partners

Customer relationship :  
- Studying customer satisfaction, feedback and reviews from customers about their stays

## ● Sales And Marketing Representative

Pernod Ricard | Jun 2014 - Aug 2014

Head of sector for Drôme and Ardèche, France  
- Negotiation with the Department directors (prices, facing, display and emphasis produces)  
- Analysing, defining and implementing of setting-up strategies

Groupe Ambassador Groupe

- Presentation and promotion of the brand new products in GMS  
- Direct selling (BtoC and BtoB)

During this internship, I've been granted autonomy and trust which allowed me to develop professional skills such as analysis and negotiation as well as interpersonal skills.

## ● Sales Assistant

Kompass International | Jun 2013 - Aug 2013

Business development

- Development of customer portfolio  
- Direct prospecting  
- Appointment setting prospects  
- Customer follow-up

Communication

- Entrepreneurship events  
- Brand Representative  
- Consulting and promotion of the company with professionals

This internship allowed me to develop my personal ambition to become career-driven thanks to the objectives and weekly challenges.

## ● E-shop Manager

Dim Brands International | Mar 2022 - Now

- Responsible for the Dim.fr website: set up and follow up of the commercial activities schedule, update of the brand pages, launch of new collections, follow up of sales and performance analysis.  
- Coordination of the various stakeholders: briefing with the web design agency, collaboration with the logistics, acquisition, social media, IT teams and various service providers (ABtasty, agencies, freelancers...)  
- Management and follow-up of commercial newsletter campaigns (4 NLS per week)  
- Optimization of the website: product sheets, functionalities, contents, customer experience and e-merchandising  
- Management of new collection shootings with the communication department and the photo studio  
- Management and recruitment of an intern every 6 months

## ● Photographer

XAOR Agency | Jan 2022 - Now

Freelance photographer based in Paris.

Currently available only on evenings and weekends for photographic projects.

- Photography : Fashion, portrait, corporate, products and eshop content  
- Post-prod: Photo retouching, clipping, printing  
- Help with art direction

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