Joe Ellis

Digital Director, Program Manager, ecommerce

◎ Andover SP11, UK

Portfolio file

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Links

in LinkedIn

Languages

English

About

Dedicated and accomplished digital leader with an in-depth knowledge of ecommerce and maximising business presence in the digital and omnichannel domain.

BRANDS WORKED WITH

CPI   Effect Systems   Effect Technology Ltd   Folk Digital

Hark Media Ltd   The Lounge Co (Sofa Brands International)

Trilogy Communications Ltd.

Experience

● **Group Head of Digital**

The Lounge Co (Sofa Brands International) | Jul 2015 - Jun 2019

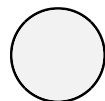Head of Digital: June 2019 - 2022 Ecommerce Business Development Manager: July 2015 – June 2019

The Lounge Co was formed in August 2015. As the first employee I managed the program of business evolution from embryonic stages to achieving an annual revenue of over £8m in 2022. During my time with Sofa Brands international I also project managed the transformation of gplan.co.uk
and
parkerknoll.co.uk
websites to eCommerce sites that now trade alongside their well-established retailer network

Responsibilities include:
• Management of £700k PPC budget to encourage online sales and improve online proposition.
• Management of web development to produce a class leading ecommerce website with optimised SEO and class leading UX.
• Developing KPI's and monitoring Google analytics whilst making business adjustments to ensure monthly KPIs are met.
• Program management of deliverables including new product ranges, product changes, marketing events, promotional campaign launches and change overs.
• Writing requirement specifications for web development agencies to deliver against
• Magento project:
www.theloungeco.com
• Woocommerce websites built:
www.gplan.co.uk

www.parkerknoll.co.uk

www.duresta.com

● **Project Manager**

Folk Digital | May 2015 - Jul 2015

Folk Digital is a Magento Enterprise digital agency that delivers exceptional ecommerce websites. As Project Manager my role involved overseeing daily and medium term creation and/or improvement of a subset of Folk's ecommerce website portfolio. Folk is committed to Agile methodologies utilising Atlassian, Jira and the associated suite. Magento projects:
www.annesemonin.com
and
www.hackett.com/gb/
(and others)

● **Ecommerce Consultant and Developer**

Hark Media Ltd | May 2013 - May 2015

I chose to become self-employed to provide flexible hours whilst I managed and worked on a major building project to modernise and extend a small cottage to become the family home. During these two years I single handedly designed and developed three ecommerce websites on the Magento platform for local SME businesses and established a network of fellow freelance ecommerce website developers. All these sites are still in use today - a testimony to the technical merit of their implementation and design. Magento projects: www.buttonandsprung.com , www.orchidfurniture.co.uk , www.aspiga.com

Product Manager

Trilogy Communications Ltd. | Jun 2007 - May 2013

Trilogy Communications develop software for broadcast talkback and broadcast video synchronisation products for mission critical applications. As the Product Manager for Trilogy's broadcast range of products I was responsible for road mapping development strategy and producing requirements specifications, systems testing and feedback to R&D.

Director/ General Manager

Effect Technology Ltd | Jun 2005 - May 2007

Effect Technology Ltd was founded in 2005 as an offshoot of Effect Systems Ltd, a small company manufacturing high-end broadcast quality format converters.

Support Manager

Effect Systems | Jan 1996 - Jun 2005

Effect Systems provided support for Quantel's broadcast equipment from 1994.

Junior Production Engineer and Draughtsman

CPI | Jan 1994 - Jan 1996