



Ines Debbiche

Head of Ecommerce

London, UK

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Links

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Languages

French (Native)

English (Fluent)

Spanish (Fluent)

Italian (Fluent)

Dutch (Basic)

Portuguese (Basic)

Arabic (Basic)

About

20 years international experience in retail fashion for premium / luxury brands of which 13 in ecommerce focusing primarily in trading EMEA/ global markets, content and user experience. I have also developed experience in digital marketing with traffic acquisition CRM and SEO as well as in project management with digital transformation. Last, I have been responsible for managing and reforecasting sales, budget and owning P&L.

BRANDS WORKED WITH

- A.W.A.K.E. MODE
- American Eagle Outfitters
- Deckers
- Deckers Brands
- Dixons
- Dune London
- Gap
- Gucci
- Harrys of London
- Michael Kors
- Outfitters
- Ralph Lauren
- Salvatore Ferragamo
- SALVATORE FERRAGAMO
- Signet Jewelers
- Tommy Hilfiger
- Tomorrow London

Experience



● Head of Ecommerce

Signet Jewelers | Jan 2023 - Jun 2023

Head of Ecommerce for Ernest Jones and H Samuel (maternity cover)

- Define the annual strategic seasonal initiatives and manage the photo studio budget
- Responsible for the monthly re-phasing and quarter reforecasting
- Work closely with PPC agency to drive qualified traffic and optimize conversion from paid channels
- Analyze the funnel for key categories and develop recommendation to improve the pain points
- Partner with SEO lead to improve online visibility and optimize the journey on site and different touch points
- Develop relationships with internal teams (brand marketing, digital marketing, CRM, operations, UX) to review and offer a flawless end-to-end customer experience
- Manage the task assignment and reporting set-up during the replatforming process
- Manage a team of 10 with 4 direct reports (2 trading managers, 1 business analyst, 1 photographer)



● Ecommerce lead

Dune London | Sep 2021 - Dec 2022

Ecommerce lead at Lerins - part of the Dune London Group (redundancy due to the company cost reduction)

- Achievement: launch & delivery of the new website on time
- Define the brand proposition and strategy for the new DTC brand Lerinslondon.com (launched in April 2022)
 - Responsible for the 3-year-plan and roadmap to develop the brand awareness and sales (DTC, wholesale, marketplaces)
 - Define the ecommerce architecture (ecommerce platform, CRM & ERP solution)
 - Responsible for the ecommerce P&L and budget
 - Select and manage all the third parties (web design agency, digital marketing agency, accounting)
 - Responsible for the sales plan & reforecasting
 - Own the digital marketing budget and manage the digital marketing agency to optimize the ROI spend
 - Responsible for the CRM strategy and manage the email and content calendar
 - Reported to the CEO Mr Rubin and managed a PR manager and Social Media Specialist
 - Own the P&L and budget

•Responsible for the financial performance, for managing the digital marketing strategy across all channels (CRM, paid, social) through the agencies and its content creation (photoshoot, social calendar, copy writing)

● Senior online trading manager

Dixons | Jan 2020 - Aug 2021

SENIOR ECOMMERCE MANAGER (LAPTOPS, APPLE, GAMING & TABLETS)
Sales budget: 1.2b£ | Key Achievement: Revenues +1.6% vs plan on Year 1

Responsible for the financial performance and market share and for growing the online share of voice

- Own the monthly phasing and quarterly reforecasting
- Responsible for defining the online strategic plan for Computing and roadmap for site development
- Define the trading and content calendar and lead the GTM plan for new launches
- Work with the PPC manager to ensure that traffic and cost of sales are optimized at all time vs budget
- Collaborate with the SEO team and external agency to improve the online visibility (site structure, technical SEO, on-site optimization, outreach campaigns)
- Produce commercial focused-content reports for QBR meeting with key brand partners (Apple, HP, Acer)
- Facilitate the implementation of omnichannel initiatives (shoplive, in-store app, dark store, click & collect)
- Develop a dashboard tracking the content performance on homepage and LP (traffic, CTR, bounce rate, conversion, sales) helping to monetize the online space with suppliers (HP, Dell)
- Work on A/B test plan with the optimization team to optimize online customer experience
- Lead a team of 4 (1 trading manager, 1 business analyst, 2 site merchandisers)



● Online trading and content manager

Deckers Brands | Nov 2017 - Dec 2020

Online trading and content manager EMEA for brands UGG, HOKA, Teva
Sales budget: 58mil£ | Key Achievements: Revenues +9% vs plan on Year 1

- Report to the General Manager and manage relationships with senior stakeholders
- Own the EMEA financial performance and manage the annual e-commerce budget of 600k£
- Work on the 3-year plan and define the roadmap for Deckers EMEA
- Responsible for the year sales plan and reforecasting
- Work closely with the planning and digital marketing teams (CRM, SEO, PPC, Affiliates) to build an effective trading plan and optimize the digital traffic and impression share
- Lead on a loyalty program with US Hoka team to drive growth
- Define ecommerce requirements for third-party RFPs
- Responsible for pivotal ecommerce projects: replatforming, page re-design, localized sites, new delivery and payment services (Klarna, Apple Pay)
- Define the A/B tests plan and manage Qubit agency for the implementation
- Partner with Retail Director and Head of Technology on omnichannel initiatives (gift card, dual inventory)
- Re-design the team structure to meet the 3-year plan
- Lead a team of 9 (3 traders, 2 content producers, 1 trading assistant, 2 Graphic Designers, UX designer)



● Global ecommerce manager

Harrys of London | Sep 2017 - Nov 2017

Ecommerce manager

Sales budget: 3mil£

- Work with CEO, CFO and CMO to define the seasonal strategy and 3-year

plan

- Responsible for defining and managing the ecommerce sales and budget
- Manage the PPC budget and challenge the digital marketing agency on tactics to optimize conversion and ROI of spend
- Develop the trading and digital marketing plan (CRM, email, PPC)

● Global ecommerce manager

SALVATORE FERRAGAMO | Mar 2016 - Aug 2017

Global Ecommerce Manager

Sales budget: double-digit millions € | Key Achievements: Revenues +11% vs plan

- Accountable for the sales performance across all sites (Europe, North America, Mexico, APAC)
- Work closely with planning team to define the sales plan and review the reforecasting
- Responsible for the OTB and for defining the online buying and trading strategy
- Analyze the weekly sales, stock, returns as well as content performance and develop recommendations
- Work closely with local marketing teams to define the global product marketing strategy and marketing calendar
- Responsible for CRM strategy and email plan
- Support wholesale director on the digital strategy with their online partners (De Beijenkorf, 24 Sèvres, MyTheresa)
- Participate to the website lay-out redesign by briefing requirements to the creative agency Mazarine
- Set up of new reports for Monday trading and website redesign
- Directly manage a team of 8 (2 marketing coordinators, 3 site merchandisers, 3 interns)



● Retail ecommerce buyer/merchandiser menswear

American Eagle Outfitters | Jul 2015 - Feb 2016

Retail / ecommerce buyer merchandiser Menswear

Sales budget: 8mil€

- Responsible for the product selection and sales performance for the retail and online store in Europe (sales; margin; returns; sell thru; conversion; traffic/footfall)
- Define the buying budget and present the EU selection to the senior director during the line opening in New York
- Develop the pricing strategy and manage the in-season stock replenishment



● Online buyer/merchandiser Kids/Homewear EMEA

Ralph Lauren | Jun 2013 - Jul 2015

Online buyer/merchandiser Baby/Kids/Home EMEA

Sales budget: 8.5mil€ | Key achievements: Childrenwear +32% in 2 years

- Define and manage the OTB together with the planner to meet sales and margins
- Develop the seasonal strategy and the 3year-plan and present to the Ecommerce Director & GMM
- Work with the planning team on the annual sales plan and reforecasting
- Responsible for the trade, content & marketing calendar as well as the site merchandising
- Partner with the digital marketing team for the GTM plan on product launches
- Analyze financial and site engagement KPIs and develop weekly recommendations and A/B test plan
- Manage a team of 2 (Assistant Buyer and Buying Administrative Assistant)



● Product merchandiser Wholesale EMEA

Michael Kors | Jan 2012 - Jan 2013



● **Merchandising planner Europe**

Gap | Jan 2011 - Jan 2012



● **Retail buyer Europe**

Gucci | Jan 2010 - Jan 2011



● **Online buyer merchandiser EMEA**

Tommy Hilfiger | Jan 2008 - Jan 2010

● Deckers |

FOOTWEAR



● Harrys of London |

FOOTWEAR



● Salvatore Ferragamo |

(FLORENCE, ITALY) FOOTWEAR & LEATHER GOODS



● Outfitters |

READY-TO-WEAR



● Ralph Lauren |

READY-TO-WEAR & FOOTWEAR



● **Senior Ecommerce Manager**

Tomorrow London | Oct 2023 - Jan 2024

- Develop the strategy, OTS and OTB for all Tomorrow invested brands on AW'24 (Coperni, A Cold Wall, Martine Rose, Colville, Loverboy)
- Develop the trading and marketing calendar as well as the email strategy (flow, campaign)
- Manage the online stock and sales and marketing performance (Loverboy +38% vs tgt)
- Responsible for improving the online user journey and liaise with the partner agency in Italy



● **Ecommerce Director**

A.W.A.K.E. MODE | Jan 2024 - Apr 2024

- Responsible for the D2C sales for Awake Mode globally and set up weekly sales report based on sales, merchandising and marketing KPI's
- Responsible for the digital strategy and end-to-end online experience (online, operations)
- Audit of third-party suppliers costs as well as the 3PL with current project in appointing a new warehouse
- Responsible for managing the performance marketing agency for optimizing paid channels (paid social, paid search, Pmax) as well as SEO
- Manage the CRM strategy with the email campaign and technical updates on the website
- Audit the site and develop a SEO plan to improve the visibility online

Education & Training

2004 - 2005

● **SDA Bocconi Milan**

Master in Design and Fashion management, Business management

2000 - 2001

● **Institut Supérieur de Gestion Paris**

Master in Marketing and communication, Master of Mass Communication

1995 - 2000

● **University Paris 5**

Bachelor degree in Biochemistry , Pharmacology