



Sylvie Mullens

A proven ecommerce manager with 5+ years experience in retail and consulting

London, UK

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Languages

English (Native)

About

A proven ecommerce manager with 5+ years experience in retail and consulting, I have the key skills required to build and scale Amazon & D2C ecommerce brands whilst also driving internal structural improvements. By prioritising data based action plans, I am able to solve key business problems, manage complex projects and drive tangible returns. My wide-ranging skill set from data analysis, supply chain management to new proposition design and project delivery demonstrates my ability to learn quickly and approach any new problem with confidence.

BRANDS WORKED WITH

Amazon – EU Retail

Beauhurst – Fintech Data Platform

Mrs.Alice – D2C Homewares Brand

The Bakery – Innovation Strategy Consulting Agency

Experience

● EU Brand Manager

Amazon – EU Retail | Aug 2021 - Now

Designed and implemented ecommerce strategies for OnePlus, Huawei and a portfolio of other leading consumer electronics brands

Launched over 10 new flagship products across EU driving +184% growth on previous launches

Delivered over €100m in ecommerce sales across 9 EU Markets in the last 12 months

Led a team of 5 brand specialists, 2 offshored analysts and external stakeholders to implement brand strategy, develop new value generation activities and improve margins

Responsible for P&L and business KPIs (CVR, LBB, GV etc.) for multiple brands and generated short term and long term sales forecasts

Built pricing strategy & promotional plans backed by pricing & profitability models, competitor analysis and category objectives, achieved 12.1% vs Q4 22 deals target

Designed action plans to improve customer journey, traffic and conversion rate including customer financing and trade in offers, promotional product bundles and B2B expansion

Implemented logistics and supply chain improvements to reduce costs and lead times e.g. onboarding 2000+ skus to FBA/transshipping programme to enable US brand to service EU

Led category wide internal improvement projects including a proactive profitability management process and a customer data analysis tool

Hired and mentored new brand specialists and ran training programme for 30 merchandising apprentices

● Senior Brand Strategist

Mrs.Alice – D2C Homewares Brand | Sep 2020 - Jul 2021

Developed and executed brand strategy for rapidly growing D2C homewares brand, £1.5m in year 1 and £4m in year 2

Analysed product performance, customer feedback, market trends and the competitor landscape to build buying strategy for seasonal product ranges and new product development

Sourced, negotiated and managed multiple supplier relationships to achieve optimum price, delivery and payment terms

Led growth projects such as launching exclusive collections with new retail partners (Matches Fashion), running personalised loyalty campaigns and rolling out social commerce channel

Managed testing process for new UX features and Shopify integrations to improve in-life customer journey and optimise post-purchase touch-points

Supported paid digital marketing function with creation and execution of marketing campaigns across FB/IG, Google and Pinterest averaging a 6x ROI

- **FMCG Innovation Consultant**

The Bakery – Innovation Strategy Consulting Agency | Dec 2017 - Sep 2020

Delivered agile innovation projects for clients such as Procter & Gamble and Walgreens Boots Alliance

- Led a team of 2 strategists to research existing client offerings, market trends, unmet customer needs to define client challenges, generate insights and inform new products, services, business models

- Worked with a cross-functional internal team of designers and engineers to create assets for proof of concept tests

- Designed workshops and presented project deliverables such as proposition testing results to senior client stakeholders

- Responsible for stakeholder management, meeting project timelines and unlocking investment for scaling propositions

- Built strategic partnerships with early stage tech companies, accelerators and VCs to enhance research capabilities

- **Research Analyst**

Beauhurst – Fintech Data Platform | Dec 2016 - Nov 2017

Created comprehensive research reports on UK high-growth companies for platform clients

- Tracked and analysed company activities and transactions such as, unannounced equity investments, IPOs and buyouts

- Coordinated team workflows and collaborated with the engineering team to improve the efficiency and quality of research processes

- Managed an outsourced team of 16 contractors and created training materials

- Responsible for onboarding and training new analysts Internships