



Thomas Loizeau

Marketing & eCommerce head of / director | retail | fashion ; sports ; home | travel | UK & International

📍 London, UK

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Languages

German (Basic)

English (Fluent)

French (Native)

About

E-Commerce & Marketing professional offering 10+ years of experience in delivering revenue growth, thanks to impactful digital marketing campaigns (owned, earned, paid) and commercial execution. Leader recognised for engaging and developing teams, in large and small companies. B2C knowledge spans markets in Europe within retail (fashion, sports, lifestyle and home decor) and travel industries.

BRANDS WORKED WITH

easyJet

lastminute.com

Maisons du Monde

Marks & Spencer - The Sports Edit

Surfdome

Urban Outfitters

Experience

● Head of Marketing

Marks & Spencer - The Sports Edit | Mar 2022 - Apr 2023

- Represented marketing in the leadership team of the premium activewear e-commerce start-up owned by Marks & Spencer. TSE retails brands like Nike, Adidas, Veja, Alo Yoga or On Running.
- Directed digital acquisition and retention strategy covering owned (CRM, website), earned (Influence), and paid channels (performance media).
- Set budgets, campaign and promotional plans to drive E-commerce trading and P&L performance.
- Managed marketing team development and performance, leading a team with 4 direct reports.

Achievements:

- Delivered double digits sales growth with +25% new customers, by improving spend forecasting & tracking.
- Revamped influencers and community strategy to reduce time spent and utilise a more agile model.
- Created brief, plan and budgets for the marketing launch of The Sports Edit on marksandspencer.com.



● Digital Business Development and Marketing Director EMEA

Maisons du Monde | Jan 2020 - Dec 2021

- Led a team of 15 marketers to drive brand development, acquisition, retention, customer journey and sales across 13 localised websites for the omni-channel furniture & decor retailer (350 stores).
- Owned P&L and OPEX budgets (20M€) to deliver revenue targets (230M€).
- Represented the International & Digital agenda on cross-functional projects, with a focus on localisation.

Achievements:

- Grew sales by +37% (International - 2020), revitalised P&L performance by +25% (UK - 2019), with strategic shifts and marketing efficiencies.
- Optimised acquisition strategy to maximise return (paid search, paid social), adapted roadmap to market research findings, based on local opportunities and brand maturity (omni-channel approach).
- Secured hundreds of partnerships that amplified brand visibility and grew social media following to 2M+.



● Marketing & E-commerce Director UK

Maisons du Monde | Dec 2017 - Dec 2019

- Led a team of 15 marketers to drive brand development, acquisition, retention, customer journey and sales across 13 localised websites for the omni-channel furniture & decor retailer (350 stores).
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● Head of Marketing & E-commerce UK

Surfdome | Dec 2016 - Nov 2017

- Shaped the marketing strategy for the multi-brands sports website and coached the team across brand positioning, digital traffic acquisition (performance marketing), conversion (trading), retention & loyalty (CRM).
 - Organised go-to-market and promotional planning to meet trading objectives (£65M revenue).
 - Managed in-house creative / UI team, campaigns creative, photo shoots and brand content.
 - Allocated and distributed £5M budget across all marketing verticals (media, content, marketing technology).
- Achievements:
- Improved digital marketing performance, achieving YoY ROI growth of +15%.
 - Reshaped brand positioning, articulating marketing communications and plans around specific target segments (e.g. core, participants, sale).
 - Increased retained customer volumes by +10% YoY thanks to more segmented targeting and messaging.



● Senior Marketing Manager EMEA

Urban Outfitters | Sep 2015 - Nov 2016

- Defined the marketing strategy for Urban Outfitters in Germany and France, and budgeted, planned and delivered activities to support e-commerce and store sales (15+ locations).
 - Tracked KPIs and provided campaigns analysis to assess performance and devise corrective actions.
 - Facilitated new store openings, and events driving footfall to stores and community engagement.
- Achievements:
- Doubled e-commerce revenue with strong traffic growth under tight ROI targets.
 - Planned 5+ store openings, including first retail space in France with record breaking sales on launch day(s).
 - Introduced Urban Outfitters on new territories securing affiliation partnerships and placements with top tier fashion influencers.



● Marketing Manager France

Urban Outfitters | Apr 2012 - Aug 2015

- Defined the marketing strategy for Urban Outfitters in Germany and France, and budgeted, planned and delivered activities to support e-commerce and store sales (15+ locations).
 - Tracked KPIs and provided campaigns analysis to assess performance and devise corrective actions.
 - Facilitated new store openings, and events driving footfall to stores and community engagement.
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- Doubled e-commerce revenue with strong traffic growth under tight ROI targets.
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● Brand Communications Manager EMEA

easyJet | May 2009 - Mar 2012

- Led relationship for the airline's central advertising and media agencies (VCCP & OMD) on pan-European advertising and brand strategy, from brief and market research, to testing.
- Maintained brand guidelines to ensure a consistent visual identity and tone of voice.
- Developed airport signage, ambient branding and in-flight magazine

print publication.

- Controlled £1.7M budget: central ad agency; brand livery & protection.

Achievements:

- Directed new brand positioning on external and internal communication materials.
- Conducted media planning & buying RFP (worth £40M+) and marketing mix modelling project.
- Implemented pan-European promotions delivering up to £70M in revenue.



- **Senior Digital Marketing Executive**

lastminute.com | Jun 2007 - Apr 2009

- Executed online display advertising and CSS campaigns with a budget of £1.5M+ a year.
- Produced advertising campaigns on lastminute.com for 3rd party clients / brands. Achievements:
- Improved digital display results: spend +65%; impressions +170%; revenue +70%.
- Created innovative online digital advertising formats improving response by +70% (CTR).



- **Digital Commercial Campaign Producer**

lastminute.com | Jun 2005 - May 2007

- Executed online display advertising and CSS campaigns with a budget of £1.5M+ a year.
- Produced advertising campaigns on lastminute.com for 3rd party clients / brands. Achievements:
- Improved digital display results: spend +65%; impressions +170%; revenue +70%.
- Created innovative online digital advertising formats improving response by +70% (CTR).

Education & Training

- **Insec Business School.**

Master's Degree in business management,