



# Noemie Barbier

Digital & Ecommerce Consultant

📍 Annecy, France

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## Languages

English (Work Proficiency)

French (Native)

German (Basic)

## About

10-year experience in IT, Digital and Ecommerce with strong knowledge in Project Management, Traffic Acquisition, E-Merchandising, CRM and Web Analytics

Expertise in High End Fashion and Luxury Goods Industry

Ability to evolve in a fast paced, multicultural and international environment

### BRANDS WORKED WITH

Chanel, Fashion Division

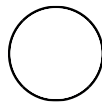
Chocolat Weiss, Savencia Group

Consulthink

Coty

EMAGINE

## Experience



### ● Freelance Product Owner / Digital & Ecommerce Consultant

Consulthink | Oct 2021 - Now

CMS Migration Project Management:

- Present & train key users on the new CMS
- Understand business needs
- Write technical specifications for new enhancements
- Explicit technical specifications to the development team
- Define & test user stories
- Define roadmap, budget and human resources to allocate to meet projects requirements and deadline
- Manage releases and prioritize backlog tickets
- Collaborate with both internal and external stakeholders
- Update multiple stakeholders regularly



### ● Travel Retail E-Commerce Manager

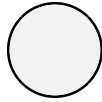
Coty | Jan 2019 - Now

- E-Commerce Strategy: define and implement Go to Market strategy to achieve for each retailer
- E-key accounts Management: negotiate permanent & temporary E Merchandising spaces to enhance COTY brands' visibility and boost online sales
- Media: reach future travelers through media campaigns to boost e-commerce conversion
- Analytics: analyze and interpret online sales reports to identify strengths and opportunities and adjust e-commerce strategies

### ● E-Commerce Manager

Chocolat Weiss, Savencia Group | Mar 2017 - Dec 2018

- E-Commerce Strategy: defining the roadmap and the associated budget
- Traffic Acquisition
- §Manage SEA & SMA campaigns
- §Improve SEO traffic through the implementation of semantic optimization for content
- Marketplaces
- §Develop sales on Amazon platform: launch of Weiss Amazon boutique, add and update products
- §Coordinate sales on Vente Privee: negotiate volumes, sell-in prices and sales dates
- Analytics: analyze the performance of e-Commerce websites and digital marketing campaigns on Google Analytics
- French: mother tongue
- English: working language both written and spoken TOEIC: 945/990
- German: school level
- SOFT SKILLS
- Organized & Multi-tasked
- Adaptable & Flexible
- Analytic & Synthetic
- Motivated & Engaged



- Positive team member HOBBIES
- Creative escape Cooking, Photography
- Spiritual escape Series & Movies, Travels
- Sport escape Swimming, RPM

## ● **Digital & E-Commerce Consultant**

EMAGINE | Jan 2015 - Mar 2017

Richemont Group Digital & E-Commerce Consultant Paris, France January 2015 – March 2017

- Implement E-Merchandising strategies to enhance online experience:
  - §Manage Cartier product catalog on all websites
  - §Optimize online navigation and Web Usability
  - §Develop Cross-selling & Up-selling
- Participate in the CMS migration from Drupal to AEM CQ5 as part of the new Richemont Digital template

## ● **Digital Project Manager**

Chanel, Fashion Division | Jul 2013 - Dec 2014

CRM

- Coordinate the development of emailing campaigns to support newly online pushed collections
- Liaise with regional teams to follow-up implementation in local markets

•Content production

- Coordinate the editorial content production: Ready to Wear and Accessories descriptions
  - §Coordinate the visual content production: plan and manage the Accessories shooting, deliver the visuals to all digital tools on PIM platform