



Alice Rigotto

Omnichannel Client Advisor
EMEA

Paris, France

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Languages

Italian (Native)

French (Work Proficiency)

English (Work Proficiency)

About

Ambitious, entrepreneurial, positive and dynamic are my four key elements. I am 24 years old and enthusiastic and passionate about eCommerce and the digital world. I love keeping up with the times and my growth mindset has helped me to become flexible and proactive. I am looking for a job that allows me to challenge myself, learn and grow professionally.

BRANDS WORKED WITH

Autotrasporti Covallero

Moncler

Project Officina Creativa

Tramarossa

Experience

● SEO SPECIALIST

Autotrasporti Covallero | Jan 2022 - Now

For a local trucking company, I perform the strategic and operational part of SEO, in particular:

- Performing keyword research
- Optimizing on-page and meta content for SEO
- Suggesting site improvements based on page-level optimization findings
- Monitoring and analysing the SEO traffic with Search Console, Semrush, Google Analytics
- Constantly monitoring the SEO rankings and come up with ways to improve them

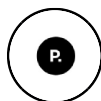


● ECOMMERCE SPECIALIST

Tramarossa | Nov 2020 - Sep 2023

As Ecommerce Specialist at Tramarossa, a company in the luxury fashion industry that sells in more than 54 countries worldwide, I deal with:

- Managing day by day activities in order to ensure the proper working and updating of the website, taking into account the commercial strategies;
- Managing Tramarossa B2C E-commerce revenue goals and budget;
- Providing a solution for all escalated Customer Service queries, liaising information quickly with the customer's best interest in mind;
- Maximizing online sales from new and repeat customers;
- Sharing best practices and promote innovative approaches;
- Translating market, competitors trends into relevant measures and activities



● CSR AND DIGITAL STRATEGY

Project Officina Creativa | Jan 2020 - Jun 2020

The goal of my Internship was to design and develop 'The Ghost Makers' project aimed at creating a network of collaborations between Luxury brands and small artisans in the fashion industry. The main skills I acquired are:

- Digital Marketing, UX design
- How to develop a Business Plan
- Sustainability, CSR and Inclusiveness.



● Omnichannel Client Advisor EMEA

Moncler | Oct 2023 - Now

- Provide assistance to clients by replying to product, after-sales, corporate and e-commerce enquiries through emails, phone calls, instant messaging in a timely and professional manner demonstrating luxury through service.
- Assist clients during e-commerce sales with the ability of cross/up-selling.
- Accurately track client details and requests using CRM systems.
- Manage directly high-priority and escalated cases as well as relationships with top clients.
- Take care of back-office activities for both e-commerce and retail channels.

- Understand Moncler client's needs, experiences and interests in order to improve the customer's experience.
- Serve as 'Voice of the Customer' across the company and ensure processes, communications and tools are constantly reviewed to meet client's expectations.
- Perform additional tasks upon request.