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Ecommerce / Digital / CRO / Growth

📍 London, UK

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Languages

English

About

A holistic approach to brand strategy, eCommerce, trading and strategic digital direction with sustainability and ethics at the core of everything I do. Board member representing marketing, ecommerce and millennials. My experience is predominantly luxury fashion retail and brand based which has developed into trading strategy, brand building, marketing and content strategy, content realisation, user experience, multi-channel activation and idea generation. Web design/optimisation and project management at brand level and experience of group level project work. I have experience of leading companies into online retail through pure fashion ecommerce practice and now with additional experience in events, film, music and other creative partnerships. Striving to bring a new definition of 'luxury' to the fore.

BRANDS WORKED WITH

Agent Provocateur

Annoushka, Fine Jewellery

Miss Selfridge

Pentland Brands

Temperley London

Topshop Topman

Experience

● Ecommerce and Marketing Director

Annoushka, Fine Jewellery | Jun 2020 - Apr 2022

Reporting directly to the MD and Founders, I oversee the omnichannel communication strategy, brand positioning, marketing pillars, collaborations, media spend, output, creative and realisation for the business – alongside leading the Ecommerce strategy and offer on home channels and partnerships.

Across E-commerce I lead the team across the end-to-end technical scope and delivery, brand objectives and the trading of the website via onsite experience and digital channel management. Through this work the website has achieved +400% growth and is now our leading store.

-Targeted by traffic, trading and engagement KPIs.

-Platform, Digital product and technical landscape, strategy and updates

-Brand, Website and Channel design, UI and user experience

-Digital marketing and CRM for growth and retention

-Campaign concept to delivery including messaging, design, product placement, photography and moving image, paid and owned usage and go live.

-Agency management for SEO, PPC, Affiliate and our SI.

-Operations, both internal processes and customer-centric experience.

I bring a digitally lead, trade performance based mindset and represent the millennial customer base on the board of directors at Annoushka Jewellery.

● HEAD OF ECOMMERCE AND MARKETING

Annoushka, Fine Jewellery | Jan 2018 - Jun 2020

Own the marketing and brand strategy, marketing pillars, brand content and trade marketing strategy.

Own all marketing channels on and offline.

Own all digital and ecommerce activation on owned and partner channels, paid and organic.

Own the P&L.

Digital Amplification/Trade Marketing/CRM/Content/Visual Merchandising/Design/UX and Journey planning/FE DEV across a team of 6 who are targeted on traffic, conversion, revenue and engagement. Also responsible for all platform developments (SalesForce CommerceCloud), 3rd party partners/agencies and back end Development projects. Strong ties to Ops and Customer Service, Brand, Central Marketing and Merchandising. Now also working alongside the board and SMT on Multi channel projects throughout the business. I have also contributed to Visual Merchandising strategy for stores based on significant growth over digital in the past year.

- Leading the Ecommerce department and a team of 6 across 7 websites and all digital marketing channels.
- Managing budgets for acquisition, retention, development and digital creative.
- Driving content creation for all channels including omnichannel campaigns.
- Key stakeholder in overarching strategic direction and campaign management
- Leading the replatforming project to SFCC
- Decision maker



● Senior Ecommerce Trading Manager;

Agent Provocateur | Aug 2015 - Dec 2017

At Agent Provocateur, I lead the E-commerce business and trading strategy and the on-going evolution of all the sites with a view to maximize CX, conversion, functionality and our quirky brand point of view. I view all activity on the websites as a 'Trading' activity and therefore all onsite areas sit under my responsibility; Product and offer, Trading and marketing strategies, Visual merchandising strategies, Navigation, Design, UX, FE DEV, all Content and this is currently across 4 Mainline sites in 4 currencies, 2 Diffusion lines sites in 2 currencies, 1 Chinese brand site. My team are targeted on conversion, revenue, engagement and retention and I am proud to confirm that we have just beaten our forecast for 2019. I joined the business at a time of digital frugidity and have spent the last 20 months breaking down barriers, building relationships and driving digital change through large scale projects including new marketing initiatives, product and functionalities, using data driven decision making. Highlights include: 1) New checkout; a huge win through redesign and updated postcode lookup functionality driving up conversions across all territories. 2) Payment options 3) PDP update 4) PLP update 5) Bespoke 'Lingerie Sets' shopping experience 6) Stock messaging experience 7) Onsite and Email customer personalization tools 8) Wide content pages; allowing for greater brand content and more contemporary look and feel. 9) Updated navigation and category management 10) Customer returns portal, improving experience and data capture 11) Instigating the AB/multivariate and CRO tests onsite. 12) Key stakeholder in website replatforming project 13) Onsite branding and visual language update driven by photography/art direction 14) SEO optimization 15) Improved data capture and CRM 16) Email testing and development leading to this channel taking 30% of the mix. 17) Digitally centered Christmas video/campaign management and content trading initiatives. 18) Key stakeholder in seasonal 360 campaigns including ATL to BTL marketing initiatives. Product and Functionality: We will soon launch exciting new products and functionality including the Attraqt personalised merchandising partnership, Multicurrency sites and Local language sites, advanced CRM, Wide site v2 (Magento structural pages), Product videos, PIM partnership, plus business wide projects driving Omni-channel business initiatives including CRM and personalisation. The trading team project own most projects for improved customer experience and functionality on the site. We working in tandem with our platform manager and development team from inception to delivery of digital projects and new functionality, ensuring the solution is commercial, user friendly, intuitive and future-facing. I also manage the UX and A/B testing plan, activated via Qubit, whom I manage as a 3rd party partner. I work in tandem with our SDM as we drive trading messages and the channel mix together. This includes all email messages, social media channel management and Search. I also work in tandem with our Platform Manager to drive development and manage the delivery road map. I also have strong ties to Ops and Customer Service, Brand, Central Marketing and Merchandising to site is a true representation of the business and brand.

- Strategic management of the sites over short medium and long term department goals which either answer to or shape the wider business goals.
- Oversees day to day trading on all sites including strategic, proactive and reactive changes.
- Lifting conversion rate and AOV through FP trading which translates to £19m demand sales vs £14m LY.
- Improving site stickiness and engagement through content, bounce, load times, design, UX.
- Strategic direction and general management of website design team including realisation of creative direction across all channels and touch points.

- Driving development both frontend (in house) and back end (this is via an agency).
- Partnering with merchandising to educate on the digital customer and realise a web appropriate offer – product mix, price point, broad appeal items, colour mix, high value mix, web exclusives etc
- Content and photography management, driving both ecommerce and brand requirements in line with budget.
- Marketing / creative agency management
- CRM project work
- P&L PREVIOUS EMPLOYMENT

● Ecommerce Manager

Temperley London | Aug 2014 - Jul 2015

At British luxury fashion house Temperley London, I am responsible for the day-to-day management of the E-commerce business and the on-going trading of www.TemperleyLondon.com. I drive development & digital marketing, analysis and reporting to support company strategy and realise business, departmental and individual KPIs. Managing direct reports and working with creative, wholesale, retail and PR inhouse and external agencies on day to day trading/marketing initiatives and working alongside the SMT to drive the site and omni-channel strategies in line with business short/mid/long term goals.

- Day to day trade management of the site including designing and standardising reporting, merchandising, buying, range planning and product analysis, product marketing and commercial marketing.
- Initiating positive change to regional marketing, site production, photography, wireframes, user journey and continual improvement through analysis.
- Management of site development and critical path. Brand vs Usability, persuasive design and data driven design across all channels with key focus on conversion and engagement.
- Manage customer service team to ensure customer experience is aligned with brand guidelines and provide luxury experiences for clients of all tiers.
- Defining strategy for all key marketing channels including Email, PPC, SEO & Affiliates. Managing the balance between brand, luxury and commercial messaging. Identifying opportunities across various markets. Educating the wider team on how to test, optimise and evolve each channel.
- Manage LFW live stream and amplification strategy.
- Responsible for departmental budget.



● Digital Executive to Acting Ecommerce Manager

Pentland Brands | Aug 2011 - Aug 2014

This role has required the delivery of one site (inherited in the role) and now a new project plan and launch of the new website as part of rebranding Boxfresh. Rebranding project has including global brand positioning, tone of voice, online and offline direction, range planning and asset development. Reviewing all online communications for the company across multiple platforms. Responsible for the digital strategy for the department and as part of the wider brand strategy alongside the Head of Global Marketing. Managing and trading the website on a day to day basis including publishing, merchandising and agency management for optimisation and social strategy. Reporting and analysis for all trade and performance online to management. UX Optimisation PCI project work Management of all digital 3rd parties. Significant role in the development of all visual assets within the brand for B2B and B2C channels.

● Creative Assistant

Miss Selfridge | Apr 2010 - Oct 2010

● Concession Online Production Assistant

Topshop Topman | Jan 2009 - Aug 2011

Launching and driving individual 3rd party sales to take higher revenue online than all other stores, including flagships within this notorious retailer. Hosting the high end Emerge concept, allowing me to lead the projects online profile and manage its presence with Topshop.com. Proposing new strategy to management for the growth and further support of multiple small companies and 3rd party designers to be hosted online in a B2B and B2C perspective.

- **Visual Administrator / PA**

Miss Selfridge | Feb 2008 - Dec 2008

Providing extensive support to the Creative Director and Buying, Merchandising and Design Management Teams including in house meetings and external events. Organising and assisting on seasonal shoots as stylist and on site PA to the creative director. Supporting the Visual Merchandising team by coordinating product for launches, events and communications with the company's 157 stores. Coordinating the graphics demand for the companies 157 stores.