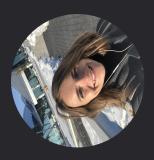
Dvveet



Daria Rychagova

E-Commerce Manager

 Moscow, Russia View profile on Dweet

Languages

English (Fluent)

French (Basic)

Russian (Native)

About

I can call myself an experienced e-commerce manager. I've been working a little bit in all e-commerce positions and quite familiar with most of the e-commerce related fields: fulfillment, delivery, marketing, CRM, merchandising. An online shopper with over 10 years experience, always eager to learn something new.

BRANDS WORKED WITH

Benetton Group

FOREO

H&M

Lacoste Russia

Experience



Head of E-commerce

Benetton Group | Oct 2021 - Now



E-commerce project manager

FOREO | Apr 2019 - Jun 2019

- Coordination of the work with online partners;
- -Negotiating, managing price alignments throughout the e-markets;
- -Channel Marketing: defining and executing a yearly marketing plan for online sales:
- -Sales forecasting, monitoring sales results and reporting;
- -Cross-functional collaboration with marketing, sales, logistics, and fi-
- -Coordinating and executing new eTailers and marketplaces launches;
- -Content management: analyzing eTailers websites and creating recommendations plans for improvement and execution



E-commerce project manager

H&M | Mar 2016 - Aug 2020

E-commerce generalist H&M - Monki (online store of women's apparel) -Setting the best commercial plan pre-season and in season based on customer behavior, sales results, commercial belief, and previous learn-

- -Driving profitable net sales by analyzing sales figures, taking and executing actions according to the opportunities, threats, and priorities identified CV
- -Managing the stock levels of the concepts by giving input on the buying and ensuring stock freshness
- -Strong collaboration with the Retail team in order to create the best omnichannel experience
- -Collaboration with a digital marketing agency: planning, setting, and
- -Launch of the online store DATE POSITION EMPLOYER RESPONSIBILITIES 03.2016 - 08.2020 E-commerce project manager Furla (online store of accessorises)
- -Launch of the online store
- -Coordination of all aspects related to the online store and daily oversight of the e-commerce platform
- -Budget planning and control of operational expenses
- -The planning of strategy of the e-com development & short-term operations
- -Set up campaigns, rules, customer service procedures, and guidelines
- -Participation in assortment and price strategy development
- -Creation & launch omnichannel approach
- -Site merchandising and store management: catalog management, offers and promotions management, implementation of the new categories and new initiatives front/back-end
- -Coordination of the work with external suppliers/ vendors
- -Long-term digital strategy creation
- -Short-term digital activities: newsletter (plan, creation, launch), social media support
- -Launch & support CRM project DATE POSITION EMPLOYER RESPONSI-BILITIES DATE POSITION EMPLOYER RESPONSIBILITIES

E-commerce specialist

Lacoste Russia | Apr 2014 - Mar 2016

- Online store management (assortment and products availability control, onsite content management)
- -Customer Service support (monitoring requests, providing answers, working with claims)
- -Monitoring external agencies key KPIs: sales, traffic, conversion
- -Preparing & uploading content for the website (banners, texts, product photos, and descriptions)
- -Web-site merchandising (products sorting)
- -Preparation of the marketing materials (newsletters, social media creatives)
- -Follow-ups & reporting to senior managers on the effectiveness of the campaigns & activities
- -Website analysis