



Daria Rychagova

E-Commerce Manager

Moscow, Russia

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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 finance teams;
- 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 learnings
- 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 analyzing campaign
- Launch of the online store DATE POSITION EMPLOYER RESPONSIBILITIES 03.2016 - 08.2020 E-commerce project manager Furla (online store of accessories)
- 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 RESPONSIBILITIES 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