



Sophie Marx

Head of eCommerce

London, UK

[View profile on Dweet](#)

Links

[LinkedIn](#)

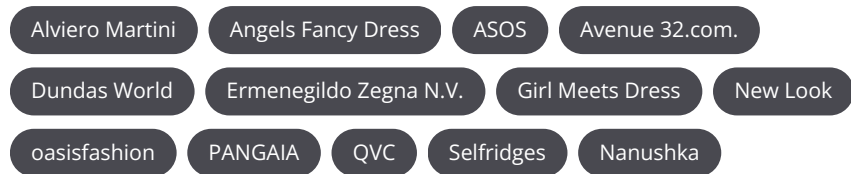
Languages

English (Fluent)

Italian (Work Proficiency)

About

BRANDS WORKED WITH



Experience

● Head of Ecommerce

Dundas World | Jan 2023 - Mar 2023



● Ecommerce Manager

PANGAIA | Sep 2020 - Dec 2022

I joined PANGAIA as Ecommerce Executive and was promoted to Manager a year later. The company started with 5 people in 2019 and it now employes over 170.

Key achievements:

- 2020 surpassed all targets and netted \$80m, vs \$500k in 2019
- Presented to investors, securing round one investment
- Launched pre-orders, planning HP, assets, emails including post-purchase communications
- July 2020 Pre-Order created 100 styles, driving \$3m sales over 2 days, taking \$1m in the first 20 minutes
- Launched EU website in March 2022
- I was a key stakeholder in the project managing and actioning of the website's full redesign which launched September 2022
- I am flexible and dynamic in a rapidly changing and evolving environment. I moved from a start-up 'doing' role into a planned, project focused one where I worked with every department in the business. I am the person who sees a task from end-to-end and can implement it, fulfilling extreme (and sometimes impossible) deadlines.
- I won the first Problem Solving & Innovation Award in my final week with the company for my work on integrating Netsuite and Shopify stock

Ecommerce Manager

- In 2021 launched 70+ collections on the site, worked with designer on HP, creative assets, overseeing VM, and post-launch reporting
- Twice-weekly site-walks, reviewing previous actions and monitoring the results – all data-driven
- Worked with Marketing and leading on Channel Planning meetings, identifying risks
- Led Production/Delivery, Ecom/Merchandising meetings highlighting opportunities to drive conversion
- Actioned first company 'archive' sale, introducing password to page for customer data capture
- Presented 'Product Launch Manual' to Senior Managers to flag holes in product processes, all reviewed and resulted in change in work flow for Ecom Team
- Put in place a new process to enable better stock monitoring and management, maximising ST of legacy styles and SKUs. Creation involved working cross-functionally with Logistics, Ops & Production
- Implemented showing male/female function imagery across site based on customer journey
- Wrote business cases for ClearPay and FitAnalytics
- Effectively managed Coordinator and expanded their skills, leading to promotion
- Redesigned size guides and part of PDP redesign team to optimise site, customer journey – to be released in May

Projects of note:

Website redesign, integrated the new VM tool Graphene, upgraded to Shopify 2.0 and expanded Shopify Markets, integrated Netsuite with Shopify, evolved the pre-order functionality, oversaw Farfetch project

Weekly tasks: Collated user problems and bugs, fed back to Product Owner and Developers, added to the tickets raised, stock management across the two sites (15k SKUs), problem-solving



● Ecommerce Executive

PANGAIA | Sep 2019 - Sep 2020

- Responsible for CRM, weekly emails, customer services, trade reports identifying wins and risks/actions, order management – creating tagging system for customers, new product launches, creating blogs and editorials, managing on-site assets, sample management for the studio, co-ordinating moving warehouses x2.
- Additional responsibilities: Chosen as Digital Champion for our online work hub (Hive), which I also named.



● Digital International Trading & Marketing Coordinator

oasisfashion | Mar 2019 - Aug 2019

- Responsible for 9 sites
- Maximized marketing emails in line with International calendar and identified holiday/festival opportunities
- Planned with content team – identifying 'easy win' emails across International, looking at LY performance. Kept copy, design and marketing teams up to date with plan and changes
- Demand increase/cost reductions: Created incentive offer, taking an additional £2k in first weeks of launch plus 1300 new email addresses, based on £10 off £60 spend. Led design and development to create, copy sign-off and added footer and pop-up sites-wide
- Identified £5k savings by switching to ReBOUND returns
- Monthly savings of £4k by switching off Dutch translations
- Updated International dispatch notes to have 1 note instead of 9 separate ones. Worked with IT and CEVA to implement within 6 months
- Project managing: Implementing ReBOUND International returns. Included: updating returns policy and Ts & Cs, order testing, IT and Dev integration, new cheaper returns note, minimal set-up costs, project timeline management



● Online Trade Assistant

oasisfashion | May 2016 - Mar 2019

- Online Trade Assistant & Ecommerce Admin Assistant
- Ran daily sales, produced 20+ page Monday Trade pack and suggested site improvements, managed stock builds for own site and Hosts
- Go-live process streamlined to get new product online. WSSI management and option tracker owner
- Proposed product for emails based on availability
- Maintained relationship with John Lewis, House of Fraser and Debenhams. Worked with IT on Host data project to automate all data sent. Data was mapped and sent in their smart sheet template after final checks



● Assistant Buyer Temp., 915 Generation

New Look | Jan 2016 - Mar 2016



● Assistant Buyer Temp., Diamonique Jewellery, Gold & Watches

QVC | Aug 2015 - Oct 2015



● Buyer's Administrator FTC

ASOS | Mar 2015 - Aug 2015



- **Buyer's Assistant Stand-In, Women's Contemporary**
Selfridges | Jan 2015 - Feb 2015



- **Buying Administrator, Women's Streetwear**
Selfridges | Dec 2014 - Jan 2015



- **Internship in Buying and Merchandising**
Angels Fancy Dress | Oct 2014 - Dec 2014

- **Internship in Buying and Merchandising**
Avenue 32.com. | Jan 2014 - Aug 2014



- **Internship in Buying and Merchandising**
Girl Meets Dress | Sep 2013 - Dec 2013

- **PR Intern**
Alviero Martini | Mar 2012 - Jul 2012



- **PR Intern**
Ermenegildo Zegna N.V. | Sep 2011 - Feb 2012



- **Head of Ecommerce Operations**
Nanushka | Jun 2023 - Now

I joined as a contractor to re-platform the website from Skala to Shopify Plus and soon became a permanent team member. I oversee Online Trade, Customer Services/VIC Clienteling, CRM, the site roadmap, web dev agency The Ready House, and partly the Business Analyst and Acquisition Manager, reporting to the CCO.

- Key achievements include mapping the full customer/site journey for the first password protected Archive Sale, resulting in the company's most successful campaign with £540k in a single day and 3k+ leads.
- Implemented Tagalys and AB testing, reducing bounce rates by 10 points across major PLPs in the first month.
- Particularly proud of the test and learn approach I have with my team and TRH. Introduced Tagalys to the site and we regularly A/B test on PLPs to drive VM. We reduced BR overall by 10 ppts across largest PLPs in first month of testing.
- I utilise Microsoft Clarity for the roadmap and CRO projects, such as adding localised shipping rates to PDP. Revenue-driving features include basket upsell with 'complete the look' logic generating £1.5k-3k weekly.
- Re-platformed to Klaviyo and optimised BAU flows, with the Welcome Series driving £2-3k weekly.
- Currently optimising service emails and post-purchase care flows with the CRM Manager.
- Ongoing projects include onboarding an SEO agency, integrating shipping and returns apps, and reducing tax implications by establishing a UK inventory stock point, for which I will present business cases to C-suite in coming weeks.

Education & Training

- 2013 ● **Fashion Retail Academy**
Intensive Course, Buying and Merchandising course
- 2009 - 2013 ● **University of Edinburgh**
MA, English Literature and Italian

2001 - 2008 ● **Francis Holland School Regent's Park**

3 'A' Levels, English: A, Philosophy and Ethics: A, Italian: B. 10 GCSEs 5 grade A, 5 Grade B,