Ghita Bennani

E-commerce project manager

◎ Villejuif, France
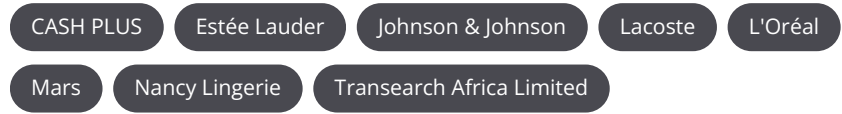
<u>View profile on Dweet</u>

Languages

English (Fluent)

About

I am keen to work in a stimulating environment enabling me to quench my thirst for learning and evolve in a company with a great work atmosphere. I am looking for a job opportunity in E-commerce as of April 2024.

BRANDS WORKED WITH

CASH PLUS   Estée Lauder   Johnson & Johnson   Lacoste   L'Oréal

Mars   Nancy Lingerie   Transearch Africa Limited

Experience

YSL E-commerce Revenue Growth Manager

L'Oréal | Mar 2021 - Sep 2021

ANIMATION PLAN
•   E-commerce animation plan management, creation and execution to reach the sellout target (banner creation, promotion, emerchandising, new offers, new content landing pages, SEO)
•   Bringing ideas to drive conversion
•   Coordinate with Webmasters, Acquisition, Media & CRM brand owners to deliver 360 animations
BUSINESS and CONVERSATION RATE OPTIMISATION / UX IMPROVEMENTS
•   Continuous products pages & the categories optimization to help drive conversion and a good experience onsite (SEO,UX)
•   Building a strong and detailed monitoring in collaboration and data analysis (Google Analytics, SFCC, GCP)
•   AB testing strategy creation and monitoring, related to the animation plan
•   Benchmark of the competitors

WEBSITE MIGRATION
•   Gathering and analysis of business needs, drawing up specifications
•   Monitoring schedules
• Testing and acceptance of products (UAT end-to-end, dry runs, non-regression tests and test cases elaboration).
• Participation in project-related workshops, reporting to teams and alerting if necessary.
• Follow-up of schedules with the various departments: IT, Zone, DMI, CMO, Accounting and Finance, Supply Chain...
• End-to-end testing and acceptance of deliverables (e-commerce front-end, e-commerce flows, CRM flows, Loyalty flows).
•Ticketing and tracking (JIRA).
• Hypercare and REX.
• Coordination with various stakeholders (DMI, Zone, IT, Brand, Webmasters, etc.).

CONSULTING
•   Working on various subjects for the Luxe Division (samples project, CRM project, D2C project)
•   Building knowledge and expertise

Category management and brand activation assistant

Johnson & Johnson | Sep 2020 - Feb 2021

• Long-term development strategies for product categories planning and implementation;
• New assets development, launching and implementation;
• Collaboration with the marketing team;
• E-commerce website management;
•   Implementation of marketing plans for retailers
•   Implementation of merchandizing recommendation, planograms building and POS visits
•   Long-term development strategies for product categories planning and implementation

- New assets development, launching and implementation
- Research and analyze data and market insights

Project manager assistant

Transearch Africa Limited | Jun 2020 - Jan 2021

- Qualitative and quantitative research and results analysis
- Competitive benchmarking, internal audit and market trends analysis
- Digital marketing strategy development
- Pre-launch teaser campaign

Category management intern

Mars | Jun 2019 - Aug 2019

- Organization of a merchandising seminar
- Brand, market, and competition analysis
- Objectives setting and performance measurement
- Operational merchandising strategy development
- Product mix and promotional strategies management
- Campaign development and follow-up
- Sales pitch contruction
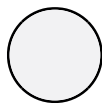
Marketing and communication intern

Nancy Lingerie | Jun 2018 - Aug 2018

- Community management and digital content creation
- Communication plan deployment
- Brand E-réputation management
- Customer data collection, analysis and personalization recommendations
- Influencers targeting and event planning
- Emailing campaign creation and optimization

Digital marketing and CRM

CASH PLUS | Jun 2017 - Aug 2017

- Campaign launching and performance follow-up
- Dashboards and KPIs analysis and targeting recommendations
- Customer experience mapping, improvement recommendations, and touchpoints optimization
- Customer satisfaction survey
- SEM: SEO, SEA and SMO
- Web analytics (Google analytics, Facebook ad manager...)
- Loyalty program deployment
- Customer data collection and analysis

Digital Partner Success Manager

Lacoste | May 2022 - Feb 2023

- Digital roadmaps management
- Business needs gathering and translation into functional requirements with local constraints adaptation
- US writing and product backlog reprioritization & follow-up
- Development, planning and milestones monitoring
- Support projects delivery and UAT & QA
- Workshop animation & coordination with the team, developers, and markets
- Website optimization projects once launched: installments, COD, loyalty program, customization...
- Interface for all requests related to ecommerce between the partners and the different teams at HQ

Lancôme Ecommerce Manager

L'Oréal | Oct 2021 - Apr 2022

WEBSITE ANIMATION, OPTIMIZATION & MANAGEMENT
- Monitor and improve the online sales activity
- Optimize the user experience (design and aesthetics, content, navigation, branding, promotional campaigns...)
- Animation plan & sales offers creation: GWP, discount, bundle, BOGOF...
- Test & Learn: Identify best practices & flops

- Performance follow-up, KPI's weekly tracking and reporting (Sellout, AOV...)
- AB Testing strategy identification & implementation
- Create and maintain an online e-business plan
- Increase O+O awarness for customers (Boutique Lancôme, Institut beauté...)
- Landing pages redesign: beauty mag, checkout, offers...
- Decision tree building & Launch of new E-services: gift guide, mascara finder, shade finder
- Chatbot optimization in coordination with agency (scenarios, intentions, entities..)
- Standardize the product database (photo, description, update...) for all partner
- Manage, analyze, and draw conclusions on E-commerce specific KPIs (conversion rate, bounce rate...)
- Analyze the digital role in the consumer's journey to purchase and search online
- Regularly benchmark against peers and stay ahead of the curve

● Ecommerce Project manager/Webmaster

Estée Lauder | Mar 2023 - Mar 2024

- Sales offer setup in Drupal and reporting
- E-merchandizing & Catalog / Content localization from US sites
- Site enhancement (internal search, widgets, sorting rules, flows, etc.)
- UX and SEO optimization projects
- End-to-end tests & Quality assurance
- Reporting of bugs encountered, checking of form and content of bug and tickets creation (Jira)
- KPIs definition and weekly tracking and reporting