



# Jason Zhang

Brand Manager at Gary Card |  
Ex E-Com at Couverture & The  
Garbstore

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Native)

Chinese (Fluent)

## About

Fashion, art & luxury specialist with background in e-commerce operations, business development and marketing. Proven experience in driving growth, working alongside key stakeholders and across departments using a data and creatively driven framework.

### BRANDS WORKED WITH

Couverture & The Garbstore

House of Holland

McCann London

SportPursuit

The New Craftsmen

Gary Card

## Experience



### ● Senior E-Commerce Manager

Couverture & The Garbstore | Jan 2022 - Dec 2023

Ownership of digital business, defining commercial and brand strategy with owners and senior management.

Key project lead:

- Magento 2.0 to Shopify website relaunch
- Project management and liaising with stakeholders, agencies and 3rd parties
- Scoping, design, user testing and roadmapping of improvements/fixes
- Product, content and customer data migration

System and software replatforming including:

- Dotdigital to Klaviyo CRM migration | Cegid 2.0 inventory management and ecommerce integration | Stamped i.o loyalty programme | Algolia search

Department and team leadership:

- Establishing and facilitating department growth, managing hiring budgets, onboarding and training, alongside ongoing management of 3rd party agencies.
- Regular reporting identifying KPIs with insight analysis and activity road mapping.
- Thought leadership across departments, promoting industry best practice.
- End to end campaign management & budgeting across all digital media including paid search, paid social and organic. Scaling performance marketing channels and establishing guidelines.



### ● E-Commerce Manager

Couverture & The Garbstore | Feb 2019 - Jan 2022

- Digital transformation: stabilizing and negotiating resources, repositioning the department as being front and center of the business, growing channel representation from under 25% to 50% and more than doubling revenue since tenure, steering business successfully through lockdown driving 89% growth.

- Establishing and developing strong links within all business departments including buying, retail, marketing, creative & production to improve feedback loop and reaction time.

- Overseeing digital marketing and growth activity across key acquisition and marketing channels (Email marketing, Paid (Google, Bing, Meta and Pinterest), Affiliates, Social, SEO).



### ● E-Commerce Manager

House of Holland | Aug 2018 - Feb 2019

Leading marketing & digital operations during period of business re-branding. Establishing and implementing communications and digital strategy during LFW and key commercial periods.

- Creative direction alongside creative director on brand partnerships and marketing campaigns
- Day to day operation of all digital platforms incl. social, 3rd party channels and retail partners
- Digital project lead with brand projects (Selfridges. I.T. Hong Kong)



- **E-Commerce Manager**

The New Craftsmen | Feb 2017 - Aug 2018

Platform lead for Magento 2.0 website redesign, acting as primary liaison with digital agency overseeing project management and database migration (6 month project)

- Continued management of site activities to support commercial objectives. Coordinating with internal cross-functional teams, 3rd party agencies and vendors
- Management of multichannel strategy/campaigns including acquisition and retention activities across email, SEO, PPC and affiliates
- Forecasting, budgeting and roadmapping commercial activity calendar for E-commerce store.
- Reporting and analysis of the weekly/monthly sales and site data.
- Key projects: US expansion, restructuring shipping and order fulfillment, new stock management software, developing brand book and online visual guidelines.
- Major digital partnerships, features & events including Burberry, NYT, Selfridges & Christies.



- **Ecommerce Growth Executive**

The New Craftsmen | Nov 2015 - Feb 2017



- **Marketing Specialist**

SportPursuit | Sep 2014 - Oct 2015



- **Social Media Manager**

XXY Magazine | Jul 2014 - Jan 2015

- **Digital Content Coordinator**

00GMT Style | Feb 2014 - Sep 2014

- **Work Placement**

McCann London | Sep 2013 - Sep 2013



- **Marketing Assistant**

MONTACK | Aug 2013 - May 2014

- **Mentor**

Acton High | Oct 2012 - May 2013

- **Receptionist**

Helios | Oct 2012 - Apr 2013

- **Brand Manager/Special Projects**

Gary Card | Dec 2023 - Now

Overseeing creative projects/ brand management for artist/set designer Gary Card.

- Establishing cross continental studio with operational structure and team hires. Liaising with third party contacts in China/ South East Asia. Project management of 6 month major HK solo show in 2024.

- Key projects (Dover Street Market, Comme Des Garcons, SKP Beijing, K11, Art Basel)

## **Education & Training**

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2011 - 2014 ● **The London School of Economics and Political Science (LSE)**

Bachelor of Science (BSc),

2007 - 2011 ● **Reading School**

High School,