

Shubhangi Saxena

E-commerce & Digital Marketing at KUJTEN

Paris, France

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Languages

English (Native)

Hindi (Native)

French (Work Proficiency)

Korean (Basic)

About

Ecommerce & Digital Marketing professional with experience in Fashion & IT industry.

Almost 4 years experience in Digital Marketing Ecommerce & Analytics.

MBA in Luxury Brand Management; Background in Software engineering with 5 years of experience in IT Industry.

Actively looking for long term job opportunities in Ecommerce & Digital Marketing domain in luxury/ fashion industry.

ENGLISH NATIVE speaker, intermediate in french.

Professionnel du e-commerce et marketing numérique avec une expérience dans les secteurs de la mode et de l'informatique.

Près de 4 ans d'expérience dans le marketing digital, E-commerce et l'analyse.

MBA en gestion des marques de luxe ; ingénieur logiciel avec 5 ans d'expérience dans l'industrie informatique.

Je recherche activement des opportunités d'emploi à long terme dans le domaine du E-commerce et du marketing digital dans l'industrie du luxe et/ou de la mode.

Parlant ANGLAIS NATIF, intermédiaire en français.

BRANDS WORKED WITH

HCL Software

KUJTEN

NetApp

PATHEARN

Red Hat

SOFTCRAYONS

Experience



Digital Marketing & E-Commerce Manager

KUJTEN | Nov 2019 - Now

French fashion house with expertise in cashmere.

E-Commerce - operations, sales, update of the products, their availability & visibility on website using wshop,

FastMag & WordPress. *launched the brand's website & managed data transfer from one CMS to another.*

Online sales - Online growth increased from 300k€ to 900k€ for web.

Strategizing - Creating digital strategy for the brand to reach out to more customers.

Analytics - Analysing Weekly reports using Google Analytics, FastMag, Magento & Wshop.

Social Media - Pushing new content for the brand keeping up with current trends.

Communications & Promotions - Creating & managing Promotions & Newsletters.

Project Management - Managing deadlines with 3rd party agencies. (SEA, Marketing & CMS agencies)

Tools - CMS W-shop, Mailchimp, CMS Magento, Google Analytics,

Mailchimp, FastMag, Wordpress, Trello, Google

business, photoshop, MS Office, Facebook business Suite

Digital Marketing Manager

PATHEARN | Aug 2018 - Nov 2019

Website Management - Strategic Branding of the website & its content.

Promotions - Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

Social Media - Maintaining & strategizing social media presence across all digital channels

Analytics - Identify trends and insights, and optimize spend and performance based on the insights

Market Strategizing - Brainstorm new creative growth strategies, plan, execute, and measure experiments and conversion tests.

Offline Marketing - Launching the service line.

Tools - Google Analytics, Facebook Analytics, Photoshop, drupal

Branding stratégique du site et de son contenu.
 Mesurer et signaler les performances de toutes les campagnes de marketing numérique et les évaluer par rapport aux objectifs (ROI et KPI)
 Maintenir et élaborer une stratégie de présence sur les réseaux sociaux sur tous les canaux numériques
 Identifier les tendances et les perspectives, et optimiser les dépenses et les performances en fonction des Insights
 Gestion des nouvelles stratégies de croissance créative, planifier, exécuter et mesurer des expériences et des tests de conversion
 Outils-Google Analytics, Facebook analytics, Photoshop, SEO, Mailchimp



● **Digital Business Analyst**

Red Hat | Nov 2016 - Aug 2017

Data Analysis - Implement advanced strategies for gathering, reviewing and analyzing data requirements
 Project Management - Identify business trends utilizing real data, compile analysis reports that are delivered to developers and then follow-up on all results.
 Website development Planning - Managing the technical requirements on the website with the development team.
 IT System Analysis - Determine and document user requirements (B2B) for business processes as Policies and abide by those requirements for future projects
 Tools - Salesforce, PIWIK



● **System Engineer**

NetApp | May 2016 - Nov 2016

Website Management - L2 level Solaris/Linux/AIX administrator managing and maintaining 5000+ UNIX/Linux/AIX servers
 Creating and Expanding Linux Partitions with LVM (Logical Volume Manager)
 Automating System Tasks scheduling cron jobs and troubleshooting sftp issues.

● **System Administrator**

SOFTCRAYONS | Oct 2014 - Apr 2016

- Website management - Working as a L2 level Linux/Solaris administrator managing and maintaining 300+ UNIX/Linux servers
- Managing RHEL Software Packages, System Updates, and System Upgrades



● **Analyst**

HCL Software | Oct 2012 - Sep 2014

Key Responsibilities : Technical
 worked as L2 level Unix/Linux Administrator.
 worked in Server Build team building Unix/Linux Servers.
 worked as a LEAN team member & mentoring the new members on the Unix environment.
 Recognitions: Awarded for closing the maximum number of client cases. (HCL, 2014)

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A travaillé comme une ressource Linux/Solaris de niveau L2.
 A travaillé dans l'équipe de processus d'affaires pour les builds de serveur.
 A travaillé dans l'équipe LEAN pour le mentorat de nouveaux membres sur l'environnement UNIX.
 Reconnaissances: Félicitée pour la fermeture du plus grand nombre de questions de clients. (HCL, 2014)

Education & Training

2017 - 2019 ● **IFA Paris**

Masters (MBA), Luxury brand management

