



Tayyaba Malik

Head of Ecommerce

London, UK

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Languages

English (Native)

About

An established Multichannel Ecommerce specialist with extensive experience across UK and Global brands, confident in driving International expansion, localisation and customer Engagement through successfully proven acquisition and retention strategies. A determined team player; used to enjoying a high level of responsibility, with strong interpersonal skills, capable of problem solving, multi-tasking and self-motivated. Valued for creative and commercial thinking, with a strong work ethic and commitment to deliver the best solutions for the business, with 15 years' experience in Ecommerce and branding.

BRANDS WORKED WITH

Bremont Watch Company

Cowshed Products, Cheeky & Neville

EPOCH making toys

Fortnum & Mason

Karen Millen

Lulu Guinness

Tech21

Whittard of Chelsea

Experience

● Head of Ecommerce

Tech21 | Sep 2022 - Now

Ownership of setting commercial landscape for the channel for DTC and Amazon:

- o Established P&L and refined departmental budgets focusing on building healthy margins
- o Interrogated annual budget to re-build using product range and depth as key pillars for growth
- o Establish KPIs and associated dashboards across Trading, Demand Planning, Digital Marketing, CRM, Customer Services and Amazon channels
- o Lead on trade meetings with the teams and wider businesses to drive always drive commercial focus – a company first
- o Delivered technical audit of websites to map our development retainer to commercial goals for the following 6 months rolling
- o Established Acquisition strategy and associated total channel holistic reporting to highlight total channel behaviors from session to sales mix
- o In process of defining attribution modeling to steer digital channel investment and thus growth
- o Responsible for delivering brand guidelines for the websites and digital marketing channels, involving the evolution of onsite photography, colour palette, fonts
- o Ownership of all global marketing campaign activity
- o Ownership of product roadmap for DTC and Amazon, working with Product, Demand and Finance Directors
- o Delivered 3 year DTC and Amazon commercial growth plan to board taking into consideration website redesign and rebuild, category and product diversification, ownership of Google and Meta search space, Retention Modeling
- o Re-built ecommerce and digital marketing functions into high performing teams
- o Overhauled retention approach delivering a retention strategy where focus is given to growing database segments on understanding customer LTV statistics

● Head of Ecommerce – (Interim role)

EPOCH making toys | Apr 2022 - Aug 2022

Responsible for the commercial planning and associated monthly actions to ensure Ecom budget is achieved

- Reporting into UK and Japan MD to deliver monthly and QTR sales performance and projections
- Responsible for the delivery of website redesign and replatform project. Inherited this delayed project
- Delivered conversion funnel tactics mapped to trading calendar across Ops, Product, Marketing and Head office teams in Japan
- Re-aligned supplier base to work with market leading suppliers
- Re-built digital team, delivering in-house excellence

● Head of Ecommerce

Bremont Watch Company | Mar 2021 - Mar 2022

Responsible for growth of channel +15% YOY following on from COVID year

- Responsible for the commercial planning and associated monthly actions to ensure Ecom budget is achieved
- Confidently delivered redesign of bremont.com globally catering to specific key market requirements. Efort involved management of RFP process, scope and budget negotiations, plan to deliver project, UAT and launch on time and within budget
- Responsible for planning and delivering a clear conversion funnel, with focus on implementing micro-conversions thus driving overall site conversion
- Responsible for the analysis of onsite behaviors to drive CR optimisations
- Development and ownership of the Bremont Digital Eco-System, prioritizing delivery of CR tactics by commercial and operational needs
- Responsible for the creation and nurturing of a highly functioning Digital team
- Successfully elevated the presence of the Digital department, encouraging inter-departmental relationships
- Responsible for the management and optimization of PPC activity, working closely with the marketing and brand teams to develop campaigns
- Ownership of SEO channel, collaboratively working with the brand team to develop rich onsite content whilst technically optimizing SEO infrastructure of the website



● Ecommerce Consultant

Whittard of Chelsea | Apr 2016 - Sep 2016

Reported into EPIC Private Equity LLP, providing consultancy services in reviewing current business processes, operations, trading activity, team structure, all third-party relationships, customer services function with the view of making recommendations to improve sales, profit, productivity to re-align division with overall company vision.



● Head of Ecommerce

Lulu Guinness | Oct 2015 - Mar 2021

Responsible for delivering YOY sales growth: o +22% 2017 o +22% 2018 o +9% 2019

- Confidently delivered 5-year commercial plan whereupon investment was approved from Board level
- Responsible for building commercial plans for web to achieve sales and target margin through building projected KPIs
- Responsible for building marketing channels contribution to the sales plan, thus driving accountability to internal teams and external agencies
- Proven track record of delivering successful acquisition and retention strategies where customer insights are at the centre of decisions made. Confident in applying customer LTV insights to deliver robust CRM programs
- Ownership of the conversion funnel roadmap including both strategic and tactical activity
- Responsible for ongoing analysis and optimisation of the online marketing mix for SEO, PPC, Social, Email, Direct and Digital Advertising
- Project lead on delivering re-platform project which includes scoping business requirements, setting measurable KPIs for post launch, budget management, setting SLA schedule and development roadmap for next phase of site enhancements
- Ownership of International expansion via third party
- Ownership of payment portal migration to Adyen, which included the launch of Apple Pay, WeChat and AliPay payment types
- Responsible for ensuring DC deliver to customer promise with ongoing optimization of customer experience via packaging and delivery method; streamlining returns process reducing the time taken to do so from 13mins to 2.5mins.
- Optimising Customer Care function by implementing email response templates; addressing complaints via social; brought outsourced CS function internally to LG with the introduction of Zendesk management thus making a sizeable cost saving
- Re-evaluated and aligned supplier base to drive sales and database acquisition and where possible minimise costs. Educated suppliers to become extension of the web team and ROI focused thus driving their commitment to the brand
- Brought merchandising, marketing and production departments together to: o Ensure availability of range and depth of stock for web o

Ongoing product and category analysis to improve sales, drive down re-funds, increase margin, grow brand awareness o Launch online product exclusivity o Build bespoke onsite trading toolkit to tactically drive sales

- Responsible for the management of 4 other individuals whilst raising the profile internally of the Ecommerce function and externally amongst our peers and competitors via the delivery of technical advancements



● Head of Online

Fortnum & Mason | Oct 2014 - Aug 2015

Responsible for the growth of the Online business lifting 25% YOY at the end of the financial year and +31% YOY over December

- Responsible for and delivered growth on the following KPIs: o Conversion from 1.8% up to 3.2% without the use of any tactical promotions o Strategically grew AOV and UPT as a result of customer behaviour and sales analysis. Delivered through technical innovation and A/B test tool o Lifted overall site visits by 30% using existing marketing budgets
- Finished second half of the financial year +56% vs. expected budget of only +5%. Delivered by ensuring stock availability across key categories, acquisition and database growth as well as implementing a strong editorial and social strategy whilst upholding the F&M brand identity
- Re-aligned supplier base to deliver annual target, including acquisition, CRM/ESP, operational and service partners
- Commercially focused the Ecommerce, buying and merchandising teams to specifically range plan for the website, plan exclusive launches and ensure product lifespan online is fully potentialised
- Responsible for back-end and front-end development teams, graphic design and user experience
- Re-built team to go from 3 to 9 Ecommerce professionals

● Head of Ecommerce (Interim)

Cowshed Products, Cheeky & Neville | May 2014 - Oct 2014

Established trading/marketing calendar to salvage overall budget for the year

- Assessed product mix including ROS at SKU level and cross category to make commercial recommendations affecting product continuity and launches
- Set department risks and opportunities for the remainder of the trading calendar; clearly mapping KPIs from the past 3 years
- Ownership of P&L management across 3 brands, focusing specifically on consolidation of overheads whilst keeping a positive EBITDA on LY
- Responsible for the day-to-day trading of the site, using levers to cross merchandise brands, react to inflated weekly cover, sell through on lines that have a limited shelf life
- Tasked with re-aligning marketing expenditure to ensure accountability and positive contribution to demand with each agency
- Establish CRM program based on RFM and in spa data collection as well as the utilisation of the Soho House Group email databases
- Proactively brought Wholesale, Retail/Spa, International, Marketing, NPD and Operation heads of together to forward plan new product development with commercial targets whilst reacting to inflated stocks currently within the business
- Re-alignment of team roles and responsibilities, setting objectives with rewards for the next 12 months



● Head of Ecommerce

Karen Millen | Sep 2011 - Apr 2014

Achievements:

- Achieved number one placement for both blended PPC and SEO on page one for Google
- Mobile site has increased YTD revenue 64% YOY, visitors 22% YOY
- Iphone app increased YTD revenue 80% YOY, visitors 85% YOY
- Project lead on the launch of nominated 90 minutes delivery service
- Project Manager for the re-launch of the Karen Millen rebrand across 14 websites instances including US and AUS in Aug 2013
- Established strong brand presence on Facebook achieving a 27% growth on fans YOY. TY Instagram has grown by 9,240 fans and Pinterest by 2,058 fans
- Supporting Brand Comms Director to launch Chinese website with TMall and industry first Russian website with our franchise partner
- Successful completion of the Oxford Summer School and Belbin ques-

tionnaire accredited by City & Guilds

- Successful launch of The Atelier made to measure project for Selfridges London which was then rolled out to Brown Thomas Ireland Responsibilities:

- Future planning for the next 3 years focusing specifically on 2014 online marketing planning to determine channel contribution to demand

- Maintain relationships with technical vendors and partner agencies to consistently drive our technical roadmap for 2014/15; Managing the migration of the 5 own language websites to sit with the UK site on a single URL as a domain extension. This ensures operational and marketing economies of scale as well as guaranteed service pack support releases from the supplier

- Increased responsibility with the growth of the Ecom team including the addition of the management of an International Ecommerce Manager and copy-writer. Now responsible for 6 individuals

- Tasked with the responsibility of scoping out the operational considerations and marketing uplifts as a result of the migration of the management of the US business inhouse as this is currently managed by a third party partner.

- Weekly reporting and discussion with my CEO and CFO on the trading and website KPI metrics for the week

- Work closely with the Ecom Trading Manager to review and ensure forecasted targets are met and future trade planning for each of our key markets is in place. A key part of this process is to understand and highlight the risks and opportunities around our trading calendar, development phases, launch of campaign material including blogger exposure and PR strategy for the next 12 months vs. LY

Education & Training

2016

- **School of Life**

Awarded Certificate of Emotional Intelligence,

2008

- **the London School of Journalism**

Awarded Postgraduate Diploma in journalism,

2007

- **London School of Journalism**

'A' grade,

2000 - 2004

- **Brunel University**

Bachelor of Science,