

Mohit Rampal

Senior eCommerce Manager at Theory

London, UK

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Languages

English

About

BRANDS WORKED WITH

Ben Sherman

Fred Perry

Maharishi

Ted Baker

Theory

Experience



Senior eCommerce Manager

Theory | Feb 2022 - Now

Led a successful European launch of Theory brand's digital business, setting operational processes and delivering 1x YoY sales growth, with a healthy GP.

Manage E-Commerce trading calendar by setting messaging and sales objectives.

Lead weekly and monthly sales, KPI and margin forecasting for <£10m in volume of sales, with a large focus on holiday sales periods within each market. Collaborate with Planning/Merchandising to determine product assortment to achieve sell-thru goals, and implement markdown and exit strategies.

Accelerated strong trade across Europe within 12-months, achieving +92% in sales, CVR tracking +14% on FY22, this has been led by:

Successfully implemented retention marketing strategy that led to a +90% increase in email traffic +5% CVR. Led by advanced segmentation and personalised triggers.

Built eMerch Trade Packs, for the team to easily pick out insights from GA and backend.

Optimised site conversion rate by +15% through improvements across the funnel (CV1 > CV2 > CV3).

Key projects; BiS, new PDP, new PLP, new Header Flyover Over, Search, Payment Methods - ApplePay + GiroCard).

eCommerce Manager

Maharishi | Aug 2019 - Jan 2022

Responsible for day-to-day trade to increase performance, improving customer experience and operations.

Produce trading packs to help junior teams to take action on site performance metrics where appropriate using data to drive decisions. Lead on-site CRO utilising third-party Shopify Plus applications to improve customer journey flows and increase conversions.

Develop and manage the technical roadmap for the online business, ensuring its delivery is on time, within budget and meets commercial targets.

Manage all global online marketing with an always on approach. Work closely with paid media referral channels.

Achieved +42% in sales and +11% in CVR YoY, this was achieved by:

Launched a new DTC fulfilment centre inline with demand and to improve customer experience.

Replatformed onto new ERP Brightpearl from TradeGecko due to sun-setting.

Onboarding Global-e for an international website. Improving UX (new HP, cart page, PDP, PLP, filters, add to cart).

Improved product photography, with a focus on fabric, technical fibres
- to reduce image fatigue



● Global Digital Marketing Executive

Fred Perry | Aug 2016 - Aug 2019

My role consisted of three major disciplines: CRM/ Email, Performance Marketing and Trade.

Implemented an effective email retention programme to increase sales and customer loyalty with a focus on personalisation. Took email from -8% to +26% YoY in traffic, whilst improving conversion rate.

Leading the quarterly meetings to ensure a consistent message across all channels.

Launched performance marketing channels PPC, SEO and Display with key focus on driving the growth. Manage and allocate a media marketing budget of £1m for seven territories to ensure high CVR and ROAS.

Launched six local language sites (IT, DE, FR, ES, PT, Middle-East) and helped support local country managers TMall, JP and KR sites to ensure consistency of brand message and collection launches.



● eCommerce Content Co-ordinator

Ted Baker | May 2015 - Aug 2016

North America & Australia

Responsible for managing site critical path ensuring product and content is live across all sites to drive an increase in sales.



● eCommerce Executive

Ben Sherman | Jul 2014 - May 2015

Responsible for the customer experience, content & navigation across all global Ben Sherman websites ensuring online sales are maximised through analysis and insight.

Education & Training

2011 - 2012 ● ZHAW School of Management and Law

Bachelor of Arts (BA),

2010 - 2011 ● Curtin University of Technology

Bachelor of Arts (BA),

2009 - 2013 ● University of Hertfordshire

Bachelor of Arts (BA),