



Samantha Davis

Digital & Ecommerce Strategist

London, UK

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Languages

Italian (Basic)

About

Multi-skilled luxury e-commerce and digital leader, experienced in building fast-growth digital channels for BELSTAFF, CHURCH'S, LA PERLA and ERDEM across global markets. Utilising a diverse skillset of trading, web development, CRM, operations, merchandising, digital marketing strategy and P&L management, Samantha is passionate about developing inspirational and engaging brand journeys that translate into rapid customer acquisition, increased customer lifetime value and long-term sales growth.

BRANDS WORKED WITH

Belstaff

La Perla

PradaGroup

Experience



● Head of Ecommerce

Belstaff | Apr 2021 - Now



● Ecommerce Manager

PradaGroup | Apr 2018 - Apr 2021



● Global E-commerce Manager

La Perla | Feb 2016 - Apr 2018

Education & Training

2006 - 2010

● Central Saint Martins, University of the Arts London

Undergraduate Degree, BA (Hons) Fashion: Communication with Promotion

2005 - 2006

● Winchester School of Art, University of Southampton

Foundation Diploma, Art & Design