



# Helen Batstone

Creating websites, specialising in e-commerce

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Native)

## About

Creating website transformations, upgrades or launches for e-commerce companies, publications and service providers. Manage projects using agile ways of working, using a blend of Jira, Trello and other softwares

Previously appointed as the first female and youngest head of division in the company; Tsunami Axis. I led a new e-commerce site called Du Foyer; selling luxury furniture and accessories for the home (currently specialising in the home office). I managed a small team (internal and contractual), responsible for the strategy and growth of the brand, forecasts, P&L management, behind-the-scenes operations, website development, woocommerce updates, product mix, branding, marketing, promotion - running all sides of the business.

Developing and implementing the marketing strategy at Tsunami Axis. Managing the social media accounts, updating the website via WordPress, monitoring analytics and using these to improve the user experience for the target audiences on the online platforms, creating and sending internal and external newsletters, organizing industry events, managing PR opportunities.

I aim to continue to build upon my skills, gaining as much experience as possible. I love to work actively alongside a fresh and exciting team to learn new skills and techniques as well as gaining an insight into the business goals and objectives.

### BRANDS WORKED WITH

- Alexander McQueen
- Angry Creative UK
- Catherine Malandrino
- Du Foyer Home
- FITUNA Ltd
- Jax Martin
- John Lewis & Partners
- Sweatcoin
- Tsunami Axis
- VIN + OMI

## Experience



### ● Customer Success Manager

Angry Creative UK | Jan 2022 -

WordPress (CMS) and WooCommerce (e-commerce) specialists providing consultancy, digital development, creative services and hosting. As one of the world's leading specialist WordPress agencies, we excel in integrations (ERP/PIM/custom), purchase flows, data-driven design process for maximum conversion & ROI, enterprise-grade maintenance services, B2B, & B2C.

### ● Head Of Ecommerce

Du Foyer Home | Sep 2020 - Jan 2022

Du Foyer is a new European home interiors online retailer specialised in the 'home office' environment. Our parent company, Tsunami Axis has been in the industry for over 25 years. As marketing manager at TA, I was asked to create a new home interiors company for Tsunami Axis and so Du Foyer was born. This has been, and continues to be, a great challenge which I am thrilled to be leading. Fully immersed from the set up and creation of the brand, the website, the logistics and the backend operations.

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### ● Marketing Manager

Tsunami Axis | Jul 2018 - Jan 2022

Tsunami Axis are one of the largest furniture dealerships in the UK procuring from a portfolio of over 300 different manufacturers and the largest Herman Miller partner dealer outside of North America. We are highly skilled in furniture consultancy, procurement, ergonomics, delivery and installation priding ourselves on our passion and expertise.

My role is to create and deliver yearly marketing objectives + strategy for the Tsunami Axis brand to contribute towards achieving the business objectives (incl supporting + growing the TA brand in all team locations with different markets)

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- **Founder**

FITUNA Ltd | May 2017 - Jan 2020

Online shop products recommended by professionals in the fitness industry. Employed SM manager + university placement student. Managing brand collaborations, international influencers and affiliations with major brands such as Puma, ASOS, Amazon to build relationships + drive revenue.

Created WordPress website using WooCommerce plugin for FITUNA which was constantly developing to achieve better user experience + design requirements



- **Account Manager USA Intern**

Sweatcoin | Oct 2016 - Jan 2017

Onboarding new accounts from the USA. Pitching the Sweatcoin App to new businesses in the USA in the health and fitness space. Sweatcoin allowed them to promote their products +/- service on the Sweatcoin app. Sweatcoin app users convert steps into coins to purchase products from these brand partnerships. The app encourages people to walk more, keeping them fit and healthy and introducing them to brands in the health and fitness space to develop their knowledge further.



- **Design Assistant/Backstage Manager**

VIN + OMI | Aug 2014 - Sep 2019

Manage backstage during the shows for London Fashion Week, including overseeing the models, dressers, hair and beauty, media, photographers, sponsors and venue hire.

Also helped to develop the collections for London Fashion Week; involving pattern cutting, sewing and styling.



- **Project Coordinator**

Tsunami Axis | Jul 2014 - Nov 2017

Working with major accounts such as eBay + Discovery to create and evolve commercial interiors. Organising entire projects and product delivery between suppliers and customers worldwide within a strict time-frame. Managing teams in office and on site to complete projects to a high standard, acting quickly to solve any last minute problems. Administrative work from the start of a project to the end, including creating quotes, job sheets, purchase orders and invoices. I am constantly in contact with suppliers and clients.

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- **Childrenswear Design Assistant**

John Lewis & Partners | Jan 2013 - Jul 2013

Assisting with the newborn, toddler, print and accessory ranges. Helped to design a new range for John Lewis in association with Kids Company - worked on the Christmas, January and April phase drops.

- **Design Intern**

Jax Martin | Oct 2012 - Dec 2012

Involved in many aspects of the business from designing, sketching and sewing to promotion, photo shoots, social media and helping to create look books. I contacted stores, showrooms, department stores and individual clients worldwide on a regular basis as well as arranging large shipments with businesses in China.



- **Couture Studio**

Alexander McQueen | May 2012 - Oct 2012

Worked in the couture department for individual clients, pattern cutting. Also involved in the whole cycle of the S/S 2013 collection. Worked in Paris for the week leading up to the show. I also helped out backstage.



- **Assistant Fashion Designer Intern**

Catherine Malandrino | Jun 2011 - Aug 2011

I spent Summer 2011 in New York working in the Design Studio where I was involved in a complete design cycle. In particular, I contributed to the Spring 2012 collection; sketching, developing artwork, fabric and colour swatching, creating tech packs, sending and receiving packages worldwide, mending and steaming garments.

## Education & Training

2018 - 2019 ● **CIM | The Chartered Institute of Marketing**

Certificate in Professional Digital Marketing,

2010 - 2014 ● **University of Central Lancashire**

BA (Hons) with sandwich,

2010 - 2014 ● **University of Central Lancashire**

Bachelor's Degree,

2003 - 2010 ● **Alcester Grammar**

A-Levels,