



# Elin Parry

Freelance Ecommerce and Digital Marketing | Freelance Florist

📍 Wokingham, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

[Website](#)

## Languages

English (Native)

French (Basic)

## About

I work with successful and innovative brands to deliver inspiring online experiences and digital communications.

My experience includes website build and redesign projects, marketing strategy, content planning and development, audits and optimisation.

My background working with a variety of clients in ecommerce and digital marketing roles has given me a wealth of experience and transferrable skills and I am reliable, hard-working and adaptable.

Alongside this I have more creative outlets as a freelance florist and illustrator. Find my designs on instagram: @goldenpineappledesign.

### BRANDS WORKED WITH

Eribe Knitwear

House of Hackney

Karen Cole Ltd

Lola Rose

Saltwater

Vision and Rhythm

## Experience

### ● Freelance Ecommerce and Digital Marketing Consultant | Freelance Creative Designer

| Jan 2019 -

From luxury fashion brands to greengrocers going online for the first time during the pandemic, I work with fast growing businesses on digital marketing, ecommerce and content projects including site builds and optimisation, email marketing, online trading and writing and designing online content.

#### Key Achievements:

- Implementing reporting and digital marketing calendar, carrying out weekly reporting and analysis
- User journey testing and UX improvements
- Content audits and implementing improvements
- Planning strategy and creating written and visual website and social media content
- Email marketing including triggered emails



### ● Ecommerce Manager

House of Hackney | Apr 2018 - Jan 2019

House of Hackney is a creative and fast growing luxury interiors and lifestyle brand with a retail store, online store and B2B customers. I managed the ecommerce site and digital marketing as well as collaborating on cross channel projects.

#### Key Achievements:

- Creation and optimisation of triggered email programs
- Launch of trade portal allowing B2B customers to use the B2C website
- Managing a site re-design project and the addition of multi currency functionality
- Customer journey mapping to create consistent experience between website and Shoreditch store

#### Other responsibilities and achievements:

- Designing and creating email newsletters
- Liaising with developers and creative agencies
- Optimising the site for trading
- Reporting and analysis
- Use of Magento CMS, ESPs, Google Analytics and stock systems
- Use of project management tools such as Jira, Basecamp and Confluence
- Team management



## ● Ecommerce Content Manager

Lola Rose | Jul 2012 - Mar 2018

I joined the brand at a junior level and progressed to become the Ecommerce Content Manager.

Responsibilities included:

- Creating and planning the company marketing calendar.
- Planning and designing all email newsletters and automated emails and managing the customer database.
- Creating blog posts and competitions and managing the social media accounts.
- Writing all copy for products and pages across the website, ensuring consistent tone of voice.
- Organising product and creative photography and ensuring the visual content was used for social media and the company website.
- Setting up new products for launches.
- Assisting with management of the functional and aesthetic development of the website and liaising with external agencies for development, SEO and PR.
- Attending seminars and expos on ecommerce and digital marketing.

## ● Assistant to the Designer

Karen Cole Ltd | Jan 2010 - Jul 2012

Working for this small business allowed me to become involved in almost every area of the organisation and gave me an in depth knowledge of how it was run to ensure maximum sales growth. My duties included:

- Maintaining the website, writing copy and producing creative for the website and email marketing.
- Coordinating photo shoots, creating and regularly updating social media accounts and a blog.
- Managing the online store and dealing with customer enquiries.
- Trend research and assisting with designs.
- Liaising with suppliers and with the wholesale side of the business, engaging new business and selling at showroom appointments, UK and European trade shows.

## ● Studio Assistant

Saltwater | Jun 2009 - Nov 2009

Graduate design studio assistant and wholesale assistant role.

## ● Design Intern

Vision and Rhythm | Apr 2008 - Aug 2008

Design Intern role including in depth trend research, creating mood boards and knitted swatches for high street clients in Japan and Taiwan.

## ● Studio Assistant

Eribe Knitwear | Sep 2007 - Dec 2007

Studio assistant role

## Education & Training

---

### 2017 - 2017 ● London College of Contemporary Arts

Continuous Professional Development,

### 2005 - 2009 ● University of Leeds

BA Hons Ind, 1st class,

### 2004 - 2005 ● Chelsea College of Art and Design

Foundation degree,

### 2002 - 2004 ● Bishop Ramsey School, Ruislip

A Levels,

