



Laura Reid

Sr. Digital Project/Programme Manager | Contract

Farnham GU10, UK

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Links

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Languages

English (Native)

About

With over 20 years of project and portfolio management experience, I am a performance-driven senior eCommerce professional with extensive experience in Luxury markets. I am passionate about delivering online experiences that delight customers and drive growth.

I have a solid understanding of waterfall and agile processes, with both PMP and ScrumMaster certifications.

BRANDS WORKED WITH

- Accenture
- Bell ExpressVu
- Enbridge Gas Distribution
- Equifax Canada Co.
- ExtendMedia
- GAME Digital plc
- Ganz
- Kingfisher plc
- LexisNexis Canada Inc.
- Penhaligon's
- Prospero Learning Solutions
- Proximity Canada
- SAS
- TELUS
- The Estée Lauder Companies Inc.
- Xenophile Media

Experience



Digital Project Manager

Penhaligon's | May 2021 - Jun 2023

Overall lead for the end to end 2 year rollout of a new brand (KAMA Ayurveda - https://www.kamaayurveda.com/uk/en_GB/) on a new eComm platform. Working with senior stakeholders, BA's, UX/UI, Commercial, Content Managers and 3rd Parties and closely with the tech team on delivery. Launched June 21 2023

Key responsibilities:

- Hire and management of Creative Agency for CX, UX/UI
- Reporting to senior stakeholders on progress, status, change, etc.
- Working closely with brand to understand their design vision and creative direction.
- Collaborating with commercial on merchandising, understanding launch targets and goals
- Managing Content admin - SmartEdit - SAP Hybris Commerce/ SAP Commerce Cloud.
- Collaboratively working with development on delivery
- Governance of all project processes: inc. budget, progress, risk, issue resolution, etc
- Implementation of all downstream fulfilment from payment gateway to shipping & returns.
- Managing and motivating the team in a matrix environment.

Additional projects:

- Launched an immersive product experience for a new line of Fragrance for L'Artisan Parfumeur - La Botanique.
- Launched Click and Collect for Penhaligon's.



Digital Delivery Lead

Kingfisher plc | Feb 2021 - May 2021

Lead 5 teams to deliver short term key improvements to logistics for Screwfix and B&Q.

Senior eCommerce Project Manager/Product owner

The Estée Lauder Companies Inc. | Jul 2018 - Oct 2020

Managed the end to end launch of Toofaced.co.uk. An additional brand to the Estee Lauder portfolio. I delivered this project on time and at 80% budget.

Additional projects:

Concurrently launched a suite of products, features and Global creative

refreshes for brands including Bobbi Brown, Aveda and Smashbox resulting in immediate increased sales. Managed global, local and offshore teams.

Launched Virtual "Try On" for MAC Cosmetics, Estee Lauder, Bobbi Brown and Clinique.. Bobbi Brown Lipstick.

Key member of Steering Committee for decisions on project priority and portfolio strategy

- **Senior IT Project Manager**

GAME Digital plc | Oct 2016 - May 2018

As Senior Project Manager at GAME I ran large IT projects that involved transformative change across the online business and store estate.

Launched GAME Elite. An omnichannel membership and rewards programme. The project launched on budget, on time and has exceeded sign up targets creating a net profit of 1.2M in one year.

Launched Trade-In Online - allowing customers to trade-in their phones, tablets and games.

- **Senior Project Manager Contract**

SAS | Nov 2015 - Mar 2016

Implemented a Customer Insights Management platform for Scotiabank across Canada.

- **Senior Programme Manager**

Equifax Canada Co. | Jun 2015 - Nov 2015

Managed large data projects including fraud detection for major banking institutions, Customer Insights improvement and point of sale credit check info.

- **Senior Project Manager Contract**

LexisNexis Canada Inc. | Oct 2012 - Jun 2015

Implemented a platform upgrade to online services for Canada in line with a worldwide platform and service upgrade.



- **Senior Project Manager Contract**

Xenophile Media | Mar 2012 - Aug 2012

Achieved the design and production of a children's game that involves a treasure hunt across web and mobile phone. Time Tremors was nominated for a 2014 International Digital Emmy Award.

- **Project Manager Contract**

Prospero Learning Solutions | Jul 2011 - Mar 2012

Responsible for entire SDLC of e-Learning modules for clients such as TD, WalMart and SCJohnson.



- **Senior Project Manager Contract**

TELUS | Sep 2010 - May 2011

At Telus I managed all updates and enhancements to YellowPages.ca and Canada411 across Canada.



- **Senior Project Manager Contract**

Proximity Canada | Feb 2010 - Jun 2010

In this agency advertising role I delivered the entire multi-channel marketing campaign for the Gillette Fusion Proglide launch. Included: Facebook application, microsite, Youtube channel, emails, blogger widgets and on-line advertising.

- **Senior Project Manager**

Enbridge Gas Distribution | Jan 2009 - Feb 2010

Responsible for replacement of an out-dated extranet portal with a new Content Management System. Budget = 2.5M CAN



- **Project Manager/Site Lead**

Ganz | Aug 2007 - Nov 2008

Project Manager and Site lead for Webkinz.com, one of the largest and most successful children's gaming websites in North America. Responsible for all aspects of Webkinz.com, including all new projects and uptime in 3 timezones. At the time, Webkinz had 19M users, of which 3-5M were concurrent.

- **Project Manager Interactive**

Bell ExpressVu | Sep 2003 - Aug 2007

I managed the full IT project lifecycle of Interactive TV applications for both 24/7 and live events such as TSN Extra, CBC News Plus, NTN/Buzztime trivia. This included an interactive version of CBC News for the 2004 summer Olympics.

- **Senior Project Manager**

ExtendMedia | Apr 2000 - Sep 2003

Senior Project Manager. Interactive.



- **Consultant**

Accenture | Sep 1995 - Mar 2000

Education & Training

1991 - 1995

- **Brunel University London**

BSc. Hons,