



Magda Wolska

Ecommerce Manager

London, UK

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Links

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Languages

English (Native)

Polish (Native)

French (Basic)

Spanish (Basic)

About

A driven eCommerce and Digital Marketing Manager specialising in Luxury Fashion and Beauty, with high interest in Technology and Sustainability. Highly motivated self-starter, flexible team player, capable of looking beyond the role to achieve deadlines and exceed targets. Commercially astute, customer focused, possessing the drive to succeed in the role.

BRANDS WORKED WITH

Alfred Dunhill

CHANEL

Crabtree & Evelyn

DuoBoots

Gravytrain

self-portrait

Experience



Ecommerce Manager

DuoBoots | Mar 2022 - Oct 2022

- Developed and managed the global Digital Marketing strategy in line with wider Brand Strategy
- Directly managed rebranding and site redesign with 3rd party agency, with strong input in UX and UI, resulting in +122% revenue YoY and +150% vs previous 4 weeks within non-season period
- Orchestrated successful email marketing campaign driving a 30% boost in customer retention and 20% increase in repeat purchases, contributing to overall revenue growth of 15%
- Stakeholder of digital roadmap for marketing and development
- Full end-to-end management of the global Shopify site, including site merchandising, product upload and cross-selling activities
- Managed all external partners - Digital Marketing Agency, Web Development Agency, Web Developers and Customer Care; sourced and onboarded them
- Reported to the CEO, ensuring annual digital marketing budget is phased correctly and allocated accordingly to business needs, reforecasting and rephasing the budget if needed
- Partnered with internal Finance department on month-on-month and year-on-year comparatives and forecasting, to ensure delivery of the budgeted profits
- Supervised 3PL fulfilment centre relationships to ensure timely delivery to customers and stock management
- Pivoted strategies with focus to respond to market changes in key regions, ensuring company objectives remain deliverable
- Assisted Malone Souliers eCommerce Team with critical site improvements implementation, and other internal projects



Senior E-Commerce Executive

CHANEL | May 2021 - Oct 2021

- Successfully drove eCommerce site developments and enhancements across UK and wider Region, coordinating with Global Team in Paris
- Owner of regional sampling activations and strategy, working closely with Brand Management and eCommerce fulfilment teams to manage the activation calendar; changes implemented to the calendar improved repeat purchase rate by 35% and conversion rate by 25%
- Leveraged data analytics to optimise product assortment, resulting in 15% reduction in out-of-stock instances and 20% increase in overall sales revenue
- Lead on packaging initiatives, reviewing UX and technical improvements with Global CSR Team
- Supporting the delivery of personalisation initiative and driving the online strategy, managing the agency relationship and ensuring site optimisation is at the forefront of the strategy
- Partnered with eCommerce Client Experience team to develop and

execute Omnichannel initiatives

- Successfully deployed online product reviews to UK, assisting with moderation of reviews and client questions on a regular basis
- Driving best in class CX through validation of online services and copy, liaising with different teams for onsite issues and client queries on SAP Hybris platform
- Budget tracking for eCommerce P&L, covering operational costs for packaging, sampling and delivery



● Ecommerce Manager

self-portrait | Oct 2021 - Mar 2022

- Full end-to-end management of one global, and three regional websites
- Lead the implementation and strategy of Digital Marketing activities through web, email, PPC, Paid Social and Affiliates to support new product launches and consistently drive brand awareness
- Full ownership of all website updates and initiatives, enhanced UX by conducting customer journey analysis and implementing website improvements
- Sourced third party agencies and managed existing performance to achieve best ROI and exceed sales targets
- Responsible all eCommerce activities including Customer Service, photography and warehouse fulfilment
- Owned and developed of Editorial & Trade Calendars, and all CRM activities
- Coaching and management of 2 eCommerce interns
- Forecasting sales, budget tracking for eCommerce P&L, worked closely with Heads of Buying and Merchandising to ensure sales targets are exceeded during key trading periods
- Management of migration project from Magento2 to Shopify, along site redesign with strong UI and UX input
- Successfully integrated Klaviyo, streamlining customer data management, and increasing the efficiency of personalised marketing efforts, which generated a 20% increase in CLV



● Web Producer

Crabtree & Evelyn | Apr 2020 - May 2021

- Responsible for site and third-party content management across all channels on Shopify
- Strategic site merchandising, focused on driving sales to meet business KPIs
- Ownership of Customer Journey across the site and social channels globally
- Analysis of customer on-site behaviour to define cross- and up-selling opportunities
- Set up and execution of all sampling activities globally
- Worked closely with Creative and Social teams, as well as Senior Management, to define the Storytelling Calendar and implement the strategy across channels
- Worked closely with UX and UI designers, as well as Web Developers and Senior Management, on website redesign project; focusing on the customer journey and project management of the e-commerce deliverables
- Redefined existing processes for increased cost and time efficiency
- Worked closely with Logistics team to deliver and redefine packaging offering globally
- Testing of all website updates, across multiple languages and devices, prior to global deployment
- Localisation of product content to drive brand awareness across EDM and all social channels
- Successfully managed the project and deployment of "DIY Gift Boxes", resulting in 30% UPT uplift and 35% increase in repeat purchases



● Ecommerce Coordinator

Alfred Dunhill | Apr 2019 - Apr 2020

- Ownership of Trade Calendar and promotion planning process, execution of eCommerce activities as agreed with the Senior Trading Manager
- Responsible for recommendations for targeting customers through EDM, Digital Marketing campaigns and personalisation

platform to maximise sales potential of all product categories in line with the Trade Calendar

- Worked closely with third-party agencies to help with SEO and Digital Marketing Optimisation, as well as creation of personal shopping experiences for customers through strategic segmentation to help achieve the set sales budget for the fiscal year
- Strategic planning and execution of all omni-channel activities, including customer engagement projects
- Ongoing reporting and analysis, informing global strategy and focusing on a consistently results driven approach; including detailed acquisition channel reports, online customer engagement reports, and comprehensive sales performance reports shared with key senior management presented on a weekly, monthly and ad-hoc basis
- Overseeing the seasonal product copy and content transcreation process
- Worked closely with the Head of Digital to ensure annual budget (£800k) is allocated according to business needs; responsibility for managing 25% of it on online packaging and promotional activities, i.e. free shipping



● Ecommerce Assistant

Alfred Dunhill | Sep 2017 - Apr 2019

- Full online product upload, merchandising of assortment, cross-site content management and customer journey optimisation
- Bug management and monitoring, testing and deployment of fixes
- Online content management, i.e. homepage and menu updates, top banner creation to achieve the most optimal customer journey online
- Revitalisation and analysis of daily and weekly sales reports shared with key senior stakeholders
- Liaised with various teams, i.e. Brand Image, Merchandising, to ensure online assortment is available for key launches and execution of product pushes online
- Assisted with set up and management of WeChat Boutique, which helped improve digital traffic from Chinese market by 35% YoY
- Piloted Size Guide and Collect/Return in Store development and testing, full project roll out in 4 key markets
- Worked closely with L&D team on training documentation for Boutique staff on Collect/Return in Store procedures



● eCommerce Account Manager

Gravytrain | Nov 2022 - Now

- Responsible for the operation, management, output and development of Gravytrain's eCommerce division
- Spearheaded all development, design, UX and CRO services directly with 4 reports; overseeing resourcing and profitability of the team
- Managed budgets and project plans for all eCommerce projects, such as redesign, replatforming and ad hoc projects
- Successfully managed a portfolio of 8 high-value client accounts, advising them on eCommerce and Marketing strategies to exceed their sales targets
- Developed and executed a targeted marketing campaign for a major client, resulting in a 40% increase in brand awareness and 60% boost in lead generation
- Collaborated with Paid Media teams to launch targeted Social Media advertising campaigns, linked to existing client's CRM databases, achieving a 30% increase in ROI and 12% increase in LTV
- Unlocked £125k in extra revenue for a client by implementing successful CRO tests and optimising strategy for key trading periods
- Consulted clients within various industries on best practices within trading, UX, UI and design practices leading to increased revenue, AOV and LTV, while decreasing CAC
- Cooperated with different service providers, such as Klaviyo, Yotpo, and Gorgias, to help our clients achieve their ambitions with best tech stacks available
- Lead Shopify partnership, accelerating Agency's growth and fuelling ambition to become Shopify Plus partner
- Collaborated with the Sales team to identify new business opportuni-

ties, leading to the acquisition of three high-profile clients with a combined contract value of over £100k

Education & Training

2013 - 2016 ● **London College of Fashion**
BA (Hons) Fashion Management 2:1,