

Louise de Lemos

Retail

📍 London, UK

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Languages

French (Work Proficiency)

German (Basic)

English (Native)

About

Available now

BRANDS WORKED WITH

Accor Hotels

Estée Lauder

LivingSocial.Com

Nutricentre (Tesco Jv) D2c

Polaroid

tech 21

The Walt Disney Company

Wed2b Apparel

Wyndham Hotels

Experience

- **European Digital and Retail Marketing Director**

Wed2b Apparel | May 2021 - Sep 2022

UK and in Germany across all organic and paid channels. Managed the Marketing launch cross channel of 12 stores in Germany in 2021/22, plus ongoing Retail Marketing/Digital Marketing of 40+ UK/BE/NL stores. At WED2B, I also managed a full international Multi channel store rebrand, plus website and all other Digital Channels. Omnichannel strategy management of Wedding Dresses & Accessories at WED2B for a multi million profit driving business. Managed the Creative Brand Design Team, Content, CRM, UX, Social & other key performance channel Teams. Career Break - June 2020 to current due to family bereavement reasons.

- **Global Director of Sales & Ecommerce Tech**

tech 21 | Nov 2019 - May 2020

6+ Team Management, Brand & Offline Marketing, Ecommerce, Loyalty, Trading and Digital Marketing focus

- **Senior Director of Digital & Loyalty**

Wyndham Hotels | Nov 2018 - Nov 2019

leaving: 12 Month Contract ended 6+ Team Management/Ecommerce, Trading and Marketing focus across 5 brands. Partnerships and creating new revenue streams. App enhancements and email program development also core to growing the Loyalty revenue/engagement from the Wyndham Rewards proposition

- **Marketing Director**

Accor Hotels | Mar 2017 - Oct 2018

Month Contract ended. The role also involved stakeholder management and influence to gain support for incoming investment and prioritization of Marketing channels/inventory to drive UK revenues.

- **Consultancy**

| Jun 2016 - Feb 2017

end soon to launch furniture brand, devising Digital Strategy, backend systems such as Hootsuite, GA and tagging as well as project managing the website launch.

- **Head of Digital**

Nutricentre (Tesco Jv) D2c | Dec 2015 - May 2016

Job Summary: 10 person team to manage, Project Managed the web re-platform to Magento, On and offline Marketing, Trading, Merchandising, CRM and Digital Marketing & Multichannel initiatives. Full understanding of Magento front and back end & Content Production. Delivered 50% YOY customer growth targets for Nutricentre.com using the new Magento ecommerce platforms, blending SEO and paid audience growth activity via a content team and external agencies.

- **Head of Ecommerce & Marketing**

LivingSocial.Com | Oct 2015 - Dec 2015

by NutriCentre) Highest digital revenues achieved ever for Living Social for Black Friday weekend via optimized retargeting campaigns via Criteo,

- **Senior Global Digital Acquisition & Retention Marketing Manager**

| Sep 2014 - Sep 2015

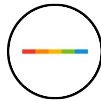
Fashion: FitFlop.com Shoes - Senior Global Digital Acquisition & Retention Marketing Manager D2C/B2B (Reason for leaving: Headhunted for Living Social)



- **Senior Digital/Mobile Marketing Manager Europe**

The Walt Disney Company | Jun 2008 - Aug 2008

Publishing: Dailymail.co.uk - Senior Commercial Digital Marketing Manager (Interim contract) D2C Oct 2007 - June 2008 The Walt Disney Company - Senior Digital/Mobile Marketing Manager Europe D2C/B2B 1988-2005 Telecoms: O2 - Consumer Marketing Propositions Manager over Games, Music and Video. Various Marketing roles including: Internet Start Ups: uboot.com - A social networking youth community portal, KGrind- Youth multichannel entertainment site. Music & Publishing: Pinnacle Records, A&M Records (Polygram), UN, Time Warner (c/o TIME Magazine)



- **Senior E Commerce Manager Europe**

Polaroid | Sep 2005 - Sep 2007

Fashion: Marketing (contract work for a new launch .com) D2C Marketing Manager for a newly launched Fashion website covering Performance Marketing/Content & CRM April 2010 - Feb 2011 - Maternity Break Sept 2008 - March 2010 Gaming: MACH Mobile Games Provider - Vodafone Global Account Manager (mobile and internet) - D2C/B2B July 2008 - Sept 2008 Polaroid - Senior E Commerce Manager Europe (Interim contract) D2C The Sun.co.uk, News International - Head of Digital Commercial Channels D2C/B2B Sept 2005 - Sept 2007



- **Marketing Digital and Brand**

Estée Lauder | Nov 2022 - Dec 2023