



# Ekaterina Plane

Web / Digital / E-commerce  
Project Manager

Paris, France

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## Languages

Russian (Native)

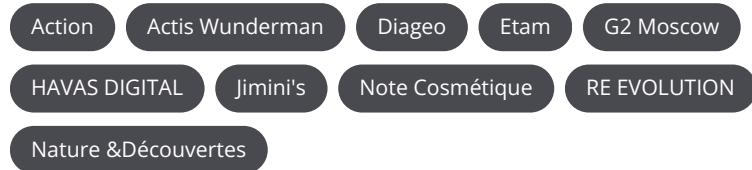
French (Fluent)

English (Fluent)

## About

After 10 years of experience in marketing: BTL, Digital and Operational Marketing, today I moved closer to my passion for commerce & Digital and became E-commerce Project Manager.

### BRANDS WORKED WITH



## Experience

### E-Commerce and Marketing Executive

Note Cosmétique | Jul 2022 - Nov 2022

- Implementation of the pre-launch phase for marketplaces with the integration partner.
- Management of the catalog and launch of new offers on Amazon.
- Monitoring and updating digital content for social networks.
- Sending and tracking product or content requests to the PR agency.
- Monitoring inventory management, reporting data.
- Verification of product catalog data and filling in missing attributes.



### E-Commerce Project Manager

Jimini's | Nov 2021 - Jan 2022

- Graduate work based on the observation of e-commerce site optimization proposal
- Development of project planning & proposal of Customer loyalty programs
- SEO: Correction of tags & alt for images in Prestashop & Wordpress, proposal of new keywords and writing an article based on these keywords,
- SEA : Communication with the acquisition agency to control and monitor Google Ads campaigns, correction and creation of Google Flux files for the Google Shopping ad in different countries
- Development of Communication strategy for social networks.



### International Marketing Manager

Etam | Mar 2017 - Mar 2018

- Construction d'un plan de marketing opérationnel pour les franchises dans 13 pays, en liaison avec le marketing international et la direction Export.
- Préparation marketing et supervision de l'ouverture des deux magasins flagman à Moscou et gestion des fournisseurs
- Adaptation et mise en place des visuels des magasins en fonction de chaque pays
- Communication, déploiement et contrôle des éléments PLV et marketing des magasins, spécifiquement adaptés en fonction des langues, des restrictions dans les différents pays
- Développement d'une stratégie de communication média pour chaque pays, en fonction des spécificités et des canaux de communication du pays.
- Mise à jour des pages Etam sur les différentes marketplaces



### Senior Account Manager

RE EVOLUTION | Mar 2016 - Dec 2016

- Managing the tenders from initial brief to final delivery to the Client
- Lead special projects development and their placement
- Supervising the Client's and the Agency's contractors
- Conducting the internal documentation and preparation of costs esti-

mates  
- Control of payments and projects closure



● **Brand Communications Manager**

Diageo | Sep 2014 - May 2015

- Managing CRM portal ( approval and writing of content, technical requirements, and questions).
- Intermediating between the departments of the Company and Brand Teams
- Supervising internal activity connected with CRM portal in Company
- Conducting the internal documentation and approval of costs estimates
- Assistance in running pitches to select digital providers according to internal Pitch policy
- Establishing the briefs, reports, current and future status of the projects



● **Senior Account Manager**

Actis Wunderman | Jun 2013 - May 2014

- Managing the tenders from initial brief to final delivery to the Client
- Lead special projects development and their placement
- Supervising the Client's and the Agency's contractors
- Conducting the internal documentation and preparation of costs estimates
- Control of payments and projects closure



● **Senior Account Manager**

HAVAS DIGITAL | Feb 2013 - Jun 2013

- Managing the tenders from initial brief to final delivery to the Client
- Lead special projects development and their placement
- Supervising the Client's and the Agency's contractors
- Conducting the internal documentation and preparation of costs estimates
- Control of payments and projects closure
- Coordinated work of 2 Account Managers



● **Account Manager**

HAVAS DIGITAL | Sep 2012 - Feb 2013

- Interacted and communicated with the Clients, contractors and departments
- Organized the internal and external meetings, presentations and reporting
- Conducted internal documentation and prepared costs estimates



● **Traffic Manager**

Action | Aug 2011 - Oct 2012

- Searched, communicated with the Freelancers, prepared all the documentation
- Managed the internal resources and organized the workflow of the creative department
- Created the database of freelancers

● **Account Executive**

G2 Moscow | Sep 2010 - Aug 2011

- Interacted and communicated with the Clients, contractors and departments
- Conducted internal documentation

● **Assistant of Traffic Manager**

G2 Moscow | Sep 2008 - Sep 2010

- Organized and supervised the work of the creative department
- Prepared the contracts and internal documentation
- Prepared the documents for purchase of images for the agency

## ● E-Commerce Quality Coordinator

Nature & Découvertes | Jun 2023 - Dec 2023

- Defining the strategy for framing and managing marketplace projects based on their context and objectives.
- Co-constructing the requirements of marketplace projects with all relevant parties and organizations affected by the projects.
- Responding to customer needs and resolving issues regarding products and orders on the marketplace.
- Transmitting customer feedback to relevant partners to enhance the customer experience at all levels.
- Monitoring and processing various supplier/product evaluations to optimize service performance.
- Monitoring various performance indicators of partners on the marketplace.
- Animating brands and partners according to trends through email campaigns and product catalogs.