

Fatemah Jamil

Senior Website Merchandising Manager

London, UK

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Languages

Arabic

English

French

About

+6 years of insightful analytical and forecasting experience in the retail and E-commerce industry through developing and implementing models to solve key business issues and increase revenue, analysing and visualising data, presenting it to internal and external stakeholders, and working cross-functionally to elevate the overall customer experience. Currently working on a financial modelling & valuation analyst course to further enhance my skills.

BRANDS WORKED WITH

Birchbox, a FemTec Health Company

IKEA Group

Rubaiyat Modern Luxury Co. LTD.

Sephora

Urban Outfitters

Experience



● Senior Website Merchandising Manager (Maternity Cover)

Urban Outfitters | Nov 2022 -

● Ecommerce Manager

Birchbox, a FemTec Health Company | Aug 2019 - Nov 2022

- Developed and implemented strategic campaigns that increased revenue by 5% YoY.
- Analysed product, category and brand performances and built sourcing strategies accordingly.
- Incorporated E-commerce customer data and analytics into daily decision-making.
- Forecasted revenue (bottoms up) and present it to the finance team based on market trends and shop activity.
- Developed creative solutions for slow-moving and ageing stock reducing stock levels by 20%.
- Increased customer engagement, through working on developing creative tools alongside the marketing team.
- Launched new products and maximised customer conversion rate by 13% YoY
- Managed stock levels of 10k products across 320+ brands and decreased the out-of-stock rate by 17%.
- Selected to be the interim manager of the EU e-commerce team based on past work accomplishments and increasing the number of shop revenue streams.

● Assistant Buyer

Rubaiyat Modern Luxury Co. LTD. | Jan 2016 - Jun 2017

- Worked closely within the buying team of the women's RTW and Accessories division of the department store yielding a seasonal sell-out of +70%.
- Analysed and evaluated brands such as Balmain, Bottega Veneta, Gucci, Saint Laurent, Alexander Wang, Alexander McQueen and more. Through weekly reports, YTD and sell-throughs.
- Evaluated departmental trends that are based on past results that were incorporated to drive future sell-outs.
- Supported buyers in selecting the collection for the department store.
- Participate along with the Head of Buyers and Buying Director in planning merchandising programs.
- Established a strong relationship and managed daily communications with 25+ brands.
- Monitored Store stock levels by departments to improve assortments.
- Developed and conceptualised shop floor training programs for new brands and seasonal trends.
- Utilised retail software programs to extract brand figures.
- Reported to the buying manager and the buying director.



- **Junior Category Merchandiser**

Sephora | Feb 2015 - Jan 2016

- Overlooked the product merchandising of the Sephora own brands across the country.
- Conducted monthly analysis on the brand's performances.
- Forecasted and managed stock focusing on replenishment.
- Supported the brand in promotional activity across the Middle East.

- **External Marketing Intern**

IKEA Group | Feb 2014 - May 2014

Represented the brand in local promotional activities.

Education & Training

2017 - 2018 ● **London College of Fashion, University of the Arts London**

MA Fashion Retail Management,

2015 ● **University of the Arts London**

Fashion Marketing intensive: short course,

2010 - 2014 ● **At Dar AlHekma University**

BS,