



# Juan Carlos Dueñas Milián

Head of Ecommerce and CRM at Dundas World

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Work Proficiency)

German (Fluent)

Italian (Work Proficiency)

Spanish (Native)

## About

Nearly 10 years of experience across Ecommerce and Digital in Luxury, High Street and Beauty.

Diligent and determined Trader with special focus on Data Analysis and growth achievement.

Leadership values collaboration and mentoring.

### BRANDS WORKED WITH



## Experience



### ● Head Of Ecommerce

DUNDAS | Jul 2021 - Jan 2023

Company: Dundas World Ltd

Job: Head of E-commerce.

Markets: USA main Turnover.

Team: 1 E-commerce Coordinator & 1 Assistant 1 Developer & 2 Agencies (Mktg & PR and Digital Mktg)

Weekly Trading monitoring Sales Equation:

Traffic – CR – Qty – ASP.

Traffic / Acquisition Strategy Channel mix: (GA & Meta & Klaviyo) Paid Social/Search: PPC Agency Strategy Media split Google & SM and-type of campaign.

Organic: SEO Optimisation Techniques (SEO Specialist, Copy/content & Developers coordination).

Direct: CRM/Cost return and retention. Automated Flows and Personalised reach out. Also incentives set up.

Email: CRM (Same as before, as attribution can be in both when checking GA)

Referral: Affiliate Mktg. Strategy Partnering with Rakuten

Conversion Rate Optimisation:

Firstly understanding customer behaviour on site, mainly using GA, Data Studio, Hotjar (also time to time surveys on site, by mail and with Cust Serv Support).

Analysis of customer journey through: GA, Hotjar and Abandoned Carts. Average length on site, iterations, heat maps, to find out:

Quick bounce non engaging customers/ disappointed on Landing Page.

Where do they land by source and whether they stay interested and reach different levels of the site to find out where are the main bridges.

Testing different layouts with A/B testing to take final decisions

Quantity:

Analysis of Merchandise and Planning efficiency.

Best Sellers availability / Replenishment.

Split by country/Region

Average Selling Price

Together with Qty, review Commercial calendar.

Promotion Activation and communication.

Market Trends (i.e. Black Friday or 11/11)

Navigation and communication of promotions on site and through the different channels.

As part of CRO UX Optimisation with further reviews on:

Site & Experience Localisation by region or country (languages & currencies).

Payment checkout options Quick add to cart, quick check out, financing opportunities through After pay or Klarna, etc)

Market Places & Partnerships:

By partner, managing individualised approach and strategy.  
Product offer/replenishment & Exclusives strategy  
Promotion/commercial activation  
Sample coordination  
Content creation  
Merchant Site Management  
Platform Integration  
FBM & FBA: AMAZON US & EU Luxury Stores.  
Lyst  
Wholesale Support: Saks, Neiman Markus, Forward, YNAP, D&D.  
Under Development/Negotiating and set up stage: Farfetch, Orchard Mild, Zalando



### ● Senior Manager Ecommerce

Strathberry | Nov 2020 - May 2021

4 Shopify Stores  
2 Junior E-com Managers direct reports.  
Weekly monitoring KPI's: Sell Out, Best Sellers, Sell Through, Traffic, CR.  
Catalog Management: Uploading Products & Content, CMS & OMS.  
User Experience: Payment funnel, Product Page redesign.  
Digital Marketing planning and execution (Banners, Homepage, Newsletters, Paid Social Campaigns).  
Commercial calendar planning  
Pricing and Markdown strategies & payment methods.  
Budgeting & Forecasting  
Buy: Product Structure; Selection; Depth; Allocation (different platforms & partners).  
Partner management (Farfetch).  
see less



### ● Senior Manager Ecommerce

Victoria Beckham | Feb 2019 - Jul 2020

OTB On roll planning and execution.  
E-commerce Buy (Product Assortment Depth)  
Pricing strategy per market.  
Commercial calendar, Promotions & Mark Down strategy.  
Logistics coordination (Replenishment & Recuts)  
Market place management (Farfetch)  
Shopify platform.  
Report & Analysis on roll week, month, year.



### ● Senior Manager Ecommerce

Esprit | Oct 2017 - Dec 2018

Product selection: Selecting the right assortment for each market from the general collection  
Quantities Purchaser: Depth per sku on the needs of the market.  
Sales Tracking: Daily sales follow-up to establish commercial calendar.(developing Excel advanced Reports, working with SAP Data provider)  
Website development: working together with Marketing and IT team in order to improve the customer experience.  
Tools improvement: in order to be more efficient bring new tools to the team, to speed up the processed  
Newsletter planning: as a tool for Marketing and as a promotion tool  
Website Product sorting: To meet customer interests and push certain items  
Bridge between IT and Merchandise Management Team  
Photo Management: dealing with Photostudio and Retouchers  
SEO Optimization with IT and Copywriters.  
On-line Marketing  
see less



### ● Senior Manager Ecommerce

MANGO | Mar 2017 - Oct 2017

Product selection: Selecting the right assortment for each market from the general collection  
Quantities Purchaser: Depth per sku on the needs of the market.  
Sales Tracking: Daily sales follow-up to establish commercial calendar.(de-

veloping Excel advanced Reports, working with SAP Data provider)  
Commercial Calendar development: According to the different needs of the customer in each country, make the actions according to market needs.

Website development: constant check of the website performance and contact to the IT team in order to improve and correct bugs.

Windows and Visual Merchandising of the shop floor: working together with regional teams to improve the shop floor setting.

Stock Control

see less

## ● Ecommerce Manager

Inditex | Mar 2015 - Mar 2017

Zara Woman

Website Product sorting: To meet customer interests and push certain items

Product selection: Selecting the right assortment for each market from the general collection

Sales Tracking: Daily sales follow-up to stablish commercial calendar.

Tools improvement: in order to be more efficient bring new tools to the team, to speed up the processed.

Website development: working together with Marketing and IT team in order to improve the customer experience.

Quantities Purchaser: Depth per sku on the needs of the market.

Newsletter planning: as a tool for Marketing and as a promotion tool

Bridge between IT and Merchandise Management Team

Photo Management: dealing with Photostudio and Retouchers

SEO Optimization with IT and Copywriters.

Tool for organic search

On-line Marketing

see less



## ● Assistant Brand Manager

Puig | Nov 2013 - Aug 2014

Brands: Carolina Herrera, Nina Ricci, Valentino, Comme des Garçons.

Sales Tracking: Daily sales follow-up to stablish commercial calendar.

Marketing actions: Street-marketing and Training

Agency Relationship management: daily trelationship in order to develop graphic and digital material for the Brand and Website.

Budget control: Revising the budget and share per either action and project.

Relationship with Communication & PR: either for on-line and off line actions (bloggers, influencers, Media and Press)

Relationship with Trade Marketing: to fulfil the customer needs and materials.

Point of Sale material development

Website and Socia content development.

App developing: together with agencies

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## ● Assistant Brand Manager

Groupe Zannier | Feb 2013 - Oct 2013

Brands: IKKS, Levis kids, Jean Paul Gaultier kids, Pauls Smith Kids, Kenzo Kids, Catimini.

Competence analysis on line and off line.

Promotional calendar planning and control.

Market development.

Web content development.

On line Merchandising responsible.

Content Translation

Books translation.

Social Media Control.

Customer service.

Public Relationship with on line and off line media

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## ● Marketing Intern

PepsiCo | Sep 2012 - Jan 2013

Brand: Lay's.  
Sell In and Sell Out analysis  
Customer profile analysis.  
Point of Sale material development.  
Promotional actions on line and off line.  
Social Media follow up and development  
Communication calendar planning and implementation.  
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● **CRM Consultant**

Jimmy Choo | May 2023 - Now

## Education & Training

2013 - 2014 ● **ESERP BUSINESS SCHOOL**

Master in Luxury Marketing and Management, Marketing

2011 - 2012 ● **Università Commerciale 'Luigi Bocconi'**

Exchange, Marketing/Marketing Management, General

2008 - 2013 ● **ESADE Business School**

Bachelor of Business Administration (B.B.A.), Business, Management, Marketing, and Related Support Services