



Thomas Duilio Schifani Wolf

Senior E-commerce Manager

London, UK

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Languages

Spanish (Native)

Portuguese (Fluent)

English (Fluent)

About

As a native Spanish speaker with fluency in English and Portuguese, and over 9 years of experience in the e-commerce industry, particularly in the Software & Tech sectors. My expertise lies in working with retail and manufacturing (DTC) brands for regions such as EMEA and LATAM, spanning industries including Fashion, Sports, Kids & Toys, Skincare, and CBD among others. I am a highly analytical and data-driven E-commerce Manager, skilled in scaling online revenue and driving sales growth. I regularly conduct tests to optimize performance throughout my deep understanding of consumer behaviour and audience segmentation, coupled with proficiency in website analytics and tracking tools. I thrive on challenges, as they motivate me to constantly improve. My approach to any challenge is simple: if I know the answer, I will execute it to the best of my abilities, and if I don't, I will proactively seek out solutions and come up with the best response. My tenacity and commitment to excellence make me an asset to any team or organization.

BRANDS WORKED WITH

- Baby Shopping
- Brandlive
- H&H Group
- VTEX

Experience



Senior Ecommerce Manager

H&H Group | Sep 2022 - Now

- o Increased subscription revenue 100% within the first year of assuming the role across all brands.
- o Led a team in optimizing the checkout, resulting in a 30% increase on conversion rate of total clients.
- o Led a successful mobile first redesign project, resulting in +25% conversion rate & +30% improvement in user experience.
- o Optimised SEO strategy, resulting in a 40% increase in organic traffic and improved search engine rankings.
- o Implemented A/B testing and conversion rate optimization strategies, yielding a 20-30% boost in CVR.
- o Implemented a customer referral program, resulting in a 15% increase in customer acquisition.



Senior Ecommerce Manager

VTEX | Dec 2020 - Sep 2022

- o Produced content on a weekly basis to boost global commercial knowledge, resulting in a 25% increase in sales team's knowledge retention and a 15% improvement in communicating UPVs effectively.
- o Developed and led the implementation of comprehensive training programs, sales content, and messaging, resulting in a 20% increase in sales team productivity and a 10% increase in revenue generated.
- o Developed and delivered impactful sales training sessions, resulting in a 40% improvement in sales representatives' objection-handling skills and a 20% increase in their product knowledge proficiency.
- o Conducted regular workshops resulting in a 30% improvement in sales representatives' closing techniques.



Senior Ecommerce Manager

Brandlive | Aug 2017 - Nov 2020

- o Successfully implemented cost optimization strategies resulting in a 15% reduction in overall operational expenses, leading to a significant improvement in the company's profit margins.
- o Implemented a personalization strategy, resulting in a 25% increase in average order value and improved customer engagement.
- o Implemented a data-driven approach to decision-making, resulting in a 10% reduction in marketing costs while maintaining sales growth.
- o Conducted comprehensive channel analysis and derived actionable insights, resulting in 60% revenue growth within a span of three years.
- o Strategically prepared and presented comprehensive online sales reports showcasing an exceptional annual growth rate of +50% on multiple brands.

- **Ecommerce Manager**

Baby Shopping | Mar 2016 - Aug 2017

- o Accountable for driving commercial growth in the wholesale sector, resulting in a 20% increase in revenue and expansion of the client base by 30% .
- o Fostered a robust commercial trading culture by establishing and implementing KPI targets, leading to a 10% improvement in sales performance.
- o Conducted market and competitor analysis to identify market trends and competitive differentiators, resulting in a 20% increase in sales team's ability to position products effectively.
- o Implemented a personalised content strategy that boosted click-through rates by 25% and significantly increased the conversion rate by 20% .

Education & Training

2011 - 2015 ● **Argentine University of Business (UADE - Universidad Argentina de la Empresa)**

Bachelor of Science in Marketing,

2005 - 2010 ● **LA SALLE SCHOOL**

High School Diploma,