



# Anika Sangha

E-commerce & Digital Marketing Manager

London, UK

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## Links

[LinkedIn](#)

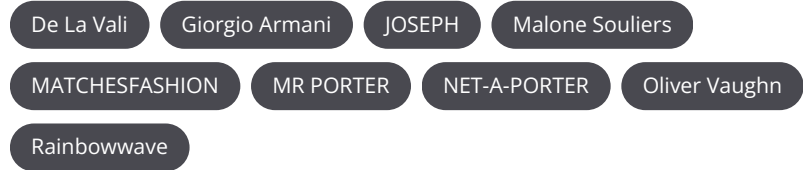
## Languages

English (Fluent)

## About

London College of Fashion

### BRANDS WORKED WITH



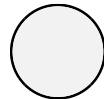
## Experience



### Ecommerce Content Editor

JOSEPH | Jan 2022 - Aug 2022

- Writing product copy, fit advice, and care instructions for the entire collection and writing PLP headers, ensuring all copy is written within brand tone of voice
- Working closely with Production to clearly articulate design details and additional selling points on product pages, helping to improve add to bag rate
- Regular site audits, proofreading and checking all online products are displayed accurately, working to reduce returns and drive customers' purchasing decision. Responsible for full end-to-end testing during product upload checking all product attributes are accurate before go-live
- Implementing SEO optimization updates within PDP and PLP copy to support digital marketing and drive on-site traffic
- Collaboration with Retail and Customer Care to understand customer challenges, use insights to make improvements to PDP/PLP pages and drive revenue
- Check that 'styled with' suggestions and product imagery aligns with supporting copy and fit advice



### Assistant Upload Planner

NET-A-PORTER | Aug 2021 - Feb 2022



### Paris Market Showroom Assistant

Rainbowwave | Jan 2020 - Jan 2020

Assisting account managers for HS20 collection presentation in Paris across Designer Footwear, Accessories & RTW



### Upload Assistant

MR PORTER | Jun 2020 - Jul 2021

- Building product uploads - achieving the best offering to the consumer, satisfying financial needs, and enhancing visual merchandising output. Ensuring smooth uploads daily; setting upload dates and pushing products to the live site
- Creating, allocating product to and managing global studio photo lists to determine team workloads. Scheduling items based on business priority for studio production, as well as coordinating sample logistics and tracking pre-shoots & re-shoots
- Analysing key reporting metrics on a weekly basis and presenting findings in team meetings
- Attending regular sales, trade, operations and studio meetings with key stakeholders to provide and receive updates on deliveries, uploads and special projects.
- Running weekly site checks
- Monitoring all launches and providing visibility of upcoming launches to the wider business
- Managing all MR PORTER sneaker launch and grooming uploads from studio production to upload, working closely with buying team to align studio completion & upload within brand launch times



### ● Ecommerce Intern

Malone Souliers | Nov 2019 - Jun 2020

Uploading new product and creating seasonal edits

- Managing site merchandising and editing imagery - running frequent site checks
- Keeping internal stock sheets, ecommerce style tracker and marketing calendar up to date
- Uploading to and assisting with the management of Farfetch stock
- Managing all customer care queries and made-to-order purchases via email and phone, working alongside design, operations & warehouse teams to manage queries
- Copywriting descriptions on PLP & PDP
- Adding and editing SEO Metadata for Google Analytics
- Trend research for digital marketing & collaboration with wider teams to ensure marketing calendar aligned with product uploads



### ● Luxury Sales Associate

Four Seasons Recruitment | Jan 2019 - Jun 2020

Retail work in Selfridges concessions including Jimmy Choo, Chloé and Depop pop up - shop floor duties included customer service & visual merchandising on floor displays

### ● Stylist Assistant for

Oliver Vaughn | Apr 2018 - Apr 2021

Assisting on set Blanc Magazine editorial, and music video shoot

- Shoot preparation and research, including Willow Smith Who What Wear cover - collating mood boards, researching upcoming designers, attending appointment with PRs to select samples for editorial, and sample collection and returns

### ● Wholesale Intern

Giorgio Armani | May 2018 - Aug 2018

Duties included assisting managers in buyer appointments - quantifying during appointment, writing up and checking PO's, assisting visual merchandising in showroom and on shop floor and showroom maintenance, model dressing and styling, providing client refreshments and general ad-hoc



### ● Upload Manager

MATCHESFASHION | Aug 2022 - Dec 2022

### ● E-commerce & Digital Marketing Manager

De La Vali | Jan 2023 - Mar 2023