



# Steven Kong

Ecommerce digital marketing manager

London, UK

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## Languages

English

## About

### BRANDS WORKED WITH

- 'eCommerce Marketing and Operations
- Harry Brown London
- Knocking
- Victoria Beckham

## Experience



### 'eCommerce & Digital Marketing Manager

Harry Brown London | Jun 2022 - Now

- Daily management of the store and the team 10
- Drive revenue growth & optimise customer experience.
- Track & report campaigns and stores health
- Branding
- Digital marketing
- Conversion rate optimisation.
- Photoshoots & content calendar.
- Research & implement new opportunities for growth through different sales channel



### Channel Manager & Digital Marketing

Knocking | Jan 2020 - Sep 2021

- Managing and nurturing brand relationships.
- Reporting & Product uploads
- SMS Campaigns.
- Email Marketing
- SEO.
- Managing third party agencies.



### 'eCommerce Coordinator

Victoria Beckham | Aug 2018 - Jan 2020

- Homepage & content updates inline with marketing calendar.
- Product up load & product enrichment.
- Market analysis.
- Merchandising Digital marketing (SEO, Paid Media, Afate).
- Handling third party agencies.
- Managing 3rd party vendors/ drop shipping

### 'eCommerce Marketing and Operations | Jan 2018 - Aug 2018

'Supporting theset up of the business from business plan to first sae, duties include: Product development + Web & mobile design Uploading sales and

editorial  
content  
«Provide  
analytic  
reports  
of  
online  
sales  
+  
SEO,PPC,  
Social  
Media,  
Email  
marketing  
+  
Wordpress,  
Shopit,  
Magento  
2  
and  
analytics  
software  
+  
Knowledge  
of  
crossnetwork  
advertising  
platforms  
Ad  
hoc

● **'eCommerce / Digital Marketing Consultant**

| May 2019 - Sep 2021

- Branding Digital marketing & eCommerce strategy.
- Conversion rate optimisation
- Paid media.
- SEO.
- Auditing.

## **Education & Training**

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2014 - 2017 ● **University of the Arts**

Bachelor of Arts,

2012 - 2014 ● **Coleg Gwent**

National Diploma For Multimedia,,