



Frantisek Svoboda

Director of eCommerce and Operations

📍 London, UK

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Languages

Czech (Native)

German (Basic)

English (Fluent)

About

e-Commerce/ omnichannel business professional and team leader. Strategic and analytical, data and performance-driven, passionate about customer satisfaction, operational excellence, customer acquisition and commercial performance. Experienced with change and strategic project and product planning management and executions, including setting up and optimising operations and sale channel standards. To name a few - launched a global business, set up online sales and marketing channels for an established multinational retailer, led, trained and managed a number of multinational cross-functional teams (Marketing, Logistics, Customer Service, Legal, Finance and HR).

BRANDS WORKED WITH

Digilab S.R.O.

Effectix.Com S.R.O.

Setsofran London Ltd.

Smartbox Group Ltd

Tchibo Gmbh

Zerogrey Ltd

Experience

● Director of eCommerce and Operations

Setsofran London Ltd. | Jun 2020 - Now

Fashion Brand/ Women Apparel

- Built, negotiated, and executed business plan
- Reached 6-digit revenue within its first (pandemic) year
- In year Two doubled revenue and reduced marketing cost by 62%
- Set eCommerce platform and managed various trading and marketing digital channels, owned and bought (SEO, PPC, Paid Social, Affiliates; Google/ Meta/ TikTok ads) driving qualified traffic and online sales in collaboration with eCommerce partners and developing new strategic initiatives to maximise trade by managing operations and business development
- I established brand's global presence (with main markets UK and US) and made SETSOFRAN London designs available via its own eCommerce platform and via fashion-focused marketplaces across a number of key markets
- Interpreted underlying risks, business needs, customer and supplier requirements and cost structures to increase forecasting accuracy and operational efficiency 10/2014 - 06/2020

● Online Business Manager

Zerogrey Ltd | Apr 2014 - Sep 2014

E-Commerce and digital marketing agency

- Account Management for international fashion brands; led cross-border trading and operations on behalf of well-known luxury brands
- Developed and delivered eCommerce website projects to maximise clients' sales targets across multiple territories (mainly Europe and US)
- Managed 1000+ online listings across various marketplaces, including Amazon and eBay
- Maximised customer satisfaction by reviewing product reviews and suggesting improvements to product prices, packages

● Senior Online Trading Manager

Smartbox Group Ltd | Oct 2014 - May 2020

Smartbox is global leader in experience gift market A French multinational company with HQ based in Ireland and present across Europe

- Turned Swiss and German online markets from decline to 50% YoY revenue growth within first 6 months
- Set digital strategy and performance marketing strategy per market and product portfolio
- Set and managed marketplace; including Amazon channel on major markets (Amazon SEO and PPC campaigns; Amazon FBA)
- Secured continuous year-on-year double-digit % growth as per and above budget
- Responsible for P&Ls across selected markets/ territories, commercial

team performance, ongoing optimisation of platform and product operations and development (identifying and managing projects based on to-date performance and market data to stimulate revenue

- Built commercial trading culture within growing team, developing and implementing KPI targets and motivating team members to achieve personal and team goals
- Completed quarterly forecasting and monthly financial reviews
- Drove product development, logistics standards, platform and market places optimisation, marketing and CRM strategies and customer service KPIs set up)
- Many successful project optimisations were rolled out across all Smart-box markets

● Project Manager

Effectix.Com S.R.O. | Jan 2011 - Jun 2011

Online marketing agency focused on SMEs

- Account Management, focus on performance SMO and SEO
- Facilitated communication and collaboration across departments.
- Discovered market trends through extensive data set analysis to improve clients' business processes.

● Senior eCommerce Manager

Tchibo GmbH | Aug 2011 - Jan 2014

Tchibo is a German multichannel and multi-category non-food retailer Concept of weekly changing collections grown on network of coffee shops with built-in retail touch-points

- Managing owned and bought online marketing activities, performance marketing and product portfolio management for CZ and SK eCommerce platforms
- Secured significant YoY growth 70% in two consecutive years
- Managed major projects including launch of a loyalty program .

● Digital Print Technician

Digilab S.R.O. | Mar 2002 - Sep 2005

Responsible for digital print production QA

- Providing technical expertise and advice to clients
- Digital Marketing management
- PPC marketing Google/ Seznam
- Edited artwork according to design specifications and performed proofing preparation to ensure accuracy.

Education & Training

2017 - 2019 ● Trinity College Dublin

MBA, Business

2007 - 2009 ● University of East Anglia

Foundation Degree, Interactive Media