



# Nikhil Sitlani

Strategic Consultant, Head of E-Commerce, Operations & Technology | Ex-Shopify

London, UK

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## Links

[LinkedIn](#)

## Languages

French

English

## About

A passionate, detail oriented, digital professional with over 10 years retail and ecommerce experience across medium to large international businesses. My expertise includes guiding business operations, trading management, marketing, brand & content strategy, and profitability. Adept in complex & challenging stakeholder management, I strategically advise clients for optimised growth, enhancing performance in line with their business objectives.

### BRANDS WORKED WITH

BHS INTERNATIONAL

Miss Selfridge

Oasis Fashions

QVC

Shopify

This Company Limited (Escentric Molecules)

## Experience



### ● Senior Merchant Success Manager

Shopify | Jul 2021 - May 2023

- Ongoing account management and strategic guidance for our largest EMEA merchants & partners (Gymshark, Pangaia, French Connection, Jigsaw, Belstaff, Palace Skateboards, Patta)
- Engage in regular IRL merchant performance reviews to identify global business and technical goals to provide strategic recommendations
- Advise on Shopify best practice, support with long-term technical projects & leveraging the partner ecosystem (Headless, Internationalisation, Shopify Markets, Shopify 2.0)
- Demonstrate an in depth understanding of industry trends and LTV drivers
- Identify merchants pushing the boundaries of the platform and leverage internal product teams as required
- Develop a deep understanding for each merchant's use case and identify areas for growth
- Work closely with brand marketing teams to engage merchants for product case studies, speaking opportunities and other marketing events
- Coach Success Managers in craft principles
- Build strategies & processes for achieving individual & team KPIs

### ● Head of Ecommerce & Commercial Management

This Company Limited (Escentric Molecules) | May 2017 - Jun 2021

- Lead & project manage ecommerce site launches for three brands
- Identify resource requirements, hire and lead internal team to manage daily ecommerce operations
- Source and manage development agency to launch four EU stores, growing online from £0 to £5M (8% of business)
- Logistics - including onboarding of fulfilment centre, API integration and shipping carrier
- Work with retail & global distribution partners on store & online strategy, content and marketing
- Develop ecommerce and digital marketing strategies. Create content calendars and lead all digital marketing activity (social media, email, PPC, SEO etc) and manage marketing agency budget
- Work with key stakeholders to define and implement long-term multi-channel business strategy
- Set digital KPIs, develop and implement digital trade strategy
- Create bespoke Excel reporting dashboards and analyse business site performance on a weekly and monthly basis.



### ● Ecommerce Merchandiser

QVC | Jun 2016 - Apr 2017

- Set long-term content & strategy and plan monthly online content & visual merchandising strategy across multiple product areas for £250M Beauty department
- Manage, grow, and support assistant merchandisers and graduate

trainee

- Develop and present quarterly trade strategy to key business stakeholders and forecast sales
- Monthly, quarterly and yearly sales and customer engagement analysis
- Work with business analyst on A/B testing strategies, product recommendation rules, cross-sell opportunities and tactics to increase AOV & UPT
- Manage vendor relationships and develop tailored online brand strategy
- Work with the Digital Design, Marketing, Social and Broadcasting teams to develop and execute digital and broadcast event strategy, landing pages and seasonal content to highlight key products and categories
- Work with Buying teams to identify online exclusive products implement first online only campaigns

### ● Senior Online Trading Coordinator

Oasis Fashions | Jan 2014 - Mar 2016

- Sales forecasting, KPI reporting, stock management analysis for the UK, ROW and EU websites (£37M)
- Manage relationships & top line trade for host websites, growing net sales from £4.7M to £7.8M in two years
- Manage weekly meetings with key stakeholders
- Manage and coach Trading Assistant and oversee Production Assistants to manage online merchandising, product life cycle, product imagery, product descriptions, promotion, and content execution
- Work with the UK & international Marketing team on social, email and homepage messaging products and presentation
- Utilise analytics tools such as Core Metrics and Google Analytics to monitor KPIs and work with the UX Analyst to review on-site search terms, top converting products and navigation filters

### ● Online Trading Assistant

Miss Selfridge | May 2012 - Jan 2014

- Weekly sales reporting and analysis on KPIs such as demand traffic, conversion AOV and UPT
- Attend weekly trade meetings with Merchandising and Buying teams and present online figures
- Develop Junior Trading Assistant
- Review sales analysis and advise Marketing team on categories and products to push through homepage sections, email, social and other channels
- Forward plan digital content calendar with Marketing team based on product intake



### ● Merchandise Associate

BHS INTERNATIONAL | Oct 2011 - May 2012

## Education & Training

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2006 - 2010

### ● Regent Tutorial Centre

Bachelor of Arts,

2004 - 2006

### ● The Manchester Metropolitan University

Economics & Policy,,