



# Laura Ceccarelli

Ecomm and logistics manager

London, UK

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

Italian

English

## About

### BRANDS WORKED WITH

- Farfetch
- HUGO BOSS
- NET-A-PORTER
- Own Buy
- PĪFERI
- Science in Sport

## Experience



### EComm and Logistics Manager

PIFERI | Mar 2023 - Now

- IT systems such as Zedonk to manage stock levels, delivery times and transport costs
- associated information systems to coordinate production needs alongside the Production Director
- and managing staff resources according to changing needs, as well as liaising and negotiating with B2B customers and warehouse account manager
- optimising and coordinating full order cycle alongside the Production Director
- and negotiating with suppliers, manufacturers, retailers, and consumers as the endpoint of the purchase journey
- warehouse stocktakes, cataloguing goods, planning routes and processing shipments for both ecom and production orders
- any arising problems or complaints both on the B2C and B2B sides of the business
- metrics and analysing data to assess performance and implement improvements specifically for ecommerce fulfilment
- with international laws, regulations and customs clearance requirements
- for overall e-commerce trading using the Shopify platform
- working with, and developing the e-commerce platform continually trying to improve and develop business performance, through the implementation of an affiliate marketing strategy, paid media strategy and the use of marketplaces
- parties & new business management, like integration with the Farfetch platform
- VM, Product Management and newsletter management
- for all website assets management and instructing photo production studio when necessary
- and performance oversight of a web developer, direct report



### Junior Online Merchandiser

Farfetch | Jul 2021 - Feb 2022

- Daily visual merchandising of category and brand pages in order to best display the Farfetch product offer (Homeware, Conscious and Pre-Owned category specialist)
- Management of the New In page by curating with the newest and most exciting products on site
- Weekly reporting and Trade meetings on categories, pages and designers performance to ensure the stock available is always positioned correctly across site and therefore returning the most profit possible (Looker)
- Weekly curation of Customer emails, Product sets and Social Media edits especially designed to attract specific customer profiles and tiers
- Daily contact with CRM, Email, Supply, Media Solutions, Private Client, Editorial and Fashion Concierge teams to ensure goals and messages are aligned across the business in order to provide the best customer experience possible
- Individually responsible for the Conscious, Pre-Owned and Hard Luxury category pages, constantly liaising with Product Category Managers and Analysts, as well as delivering quarterly and mid-year performance presentations
- Ad-hoc page VM and product boosting in light of product launches, home page brand posters or requests from external partners

- Ad-hoc analysis and trade actions around Seasonal Priority and Seasonal Opportunity brands



## ● Assistant Website Merchandiser

NET-A-PORTER | Feb 2021 - Jul 2021

- Responsible for trading, visual merchandising and optimising of the NET-A-PORTER website across four markets during the migration process
- Responsible for navigational changes, product classification and badging on site, as well as the update of the Wear-It-With and You-May-Also-Like sections of the website
- Creation of Designers, Categories and Custom Lists on site, as well as population of the same with relevant styles (Weekend Style, Summer Shop, Modest Edit...)
- Individually responsible for the visual merchandising of the EIP (Extremely Important People) Preview page for the Middle East market every Friday
- Individually responsible for the daily update of the WHAT-TO-WEAR TopNav for the APAC and AM market
- Project-management for a revamp of the Sneakers and Boots category pages on site
- Ad-hoc page VM and product boosting in light of campaigns, brand investments or seasonal events
- Full ownership of the new website management and curation platforms employed after the site migrations and occasional training of team-mates
- Liaising with Product Upload, Email, CRM, Social Media and Buying Teams in an effort to deliver the best customer journey possible
- Daily reporting across categories and pages performance (Adobe Analytics)



## ● Senior Allocator

HUGO BOSS | Apr 2019 - Jan 2021

- Full responsibility for all allocations for the Middle East Market based on demand, stock positions and sales
- Full responsibility for the production of weekly merchandise reports then distributed to Senior Management, maintaining a structured feedback format (BIS)
- Suggesting and requesting of consolidations and all stock transfers
- Developing and executing all initial allocations for new season launch, applying different stock strategies at site level
- Assisting the Merchandiser & Buyers in all pre-buy preparation with thorough and detailed analysis
- Liaising with the Area Manager and stores regarding stock issues, system issues and delivering trade actions follow up
- Full ownership of the NOS program, ensuring that stock levels are maintained, including submitting forecasts on a seasonal basis to the Germany head quarters and updating of the range plan and distribution at site level
- Full ownership for managing the Ounass partner website's relationships and trade actions, including full responsibility for buying selection and markdown strategies
- Full ownership in range planning the Womenswear, Women's Shoes and Accessories and Bodywear and Hosiery collections in the Middle East market
- Full responsibility for Intern training

## ● Merchandising Assistant – ASOS

Own Buy | Apr 2018 - Apr 2019

- management of the delivery schedule to ensure stock targets and intake targets are met and product intake reviewed based on cover and management guidelines
- running of sales reports at department, range, category and line level to support the merchandiser in range planning and forecasting. Ad hoc reporting when needed
- of product attribution and categorisation towards improving website visibility and visual merchandising, PPC and SEO - in collaboration with buying and trading optimisation teams
- contact with suppliers and buying team to ensure maximum adherence between Critical Path and Delivery Schedule (raising orders, green seals,

gold seals, MDAs and ship authority)

- management of the Go Live process for new products, from quality assurance level to website population
- in rolling promotions and using clearance tools based on sales, cover and general performance analysis, also across different distribution centres
- in managing warehouse transfers across 3 distribution centres to maximise website visibility based on size availability and cover
- liaising with financial department regarding price disputes, costing and invoicing - also managed to make the price dispute process more streamlined for the department



● **ECommerce merchandising manager**

Science in Sport | Feb 2022 - Mar 2023

## Education & Training

---

- 2019 ● **LDN Muscle Academy @ Third Space Canary**  
Level 3 Personal Trainer,
- 2017 ● **London College of Fashion**  
MA Psychology for Fashion Professionals,
- 2015 ● **Bologna Business School**  
Master of Management,