



# Pamela Bozic

## Marketing Manager

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**7 years of experience in e-commerce, working within international companies and pure players**

## Marketing Manager

*Price Minister Rakuten Group – Paris – March 2017 – October 2017 ( CDD)*

### ➤ Customer-to-customer market

- Develop the C2C strategy plan to improve the KPIs, drive incremental listings and optimize the seller recruitment
- Formulate, direct and coordinate marketing campaigns with teams CRM, SEM, SEO, Merchandising
- Analyze KPIs and reporting
- Coordinate with the product team to improve the C2C user experience and site functionalities
- Monitor C2C market trends

## Category Manager / Merchandiser

*Ebay Marketplace – Paris – January 2015– February 2017*

### ➤ Fashion, Collectibles and Home & Garden categories

- Plan and execute the retail calendar, define the inventory strategy and sourcing
- Manage deals and promotional activity to drive incremental growth
- Build trusted business relationships with sellers to offer targeted inventory and right pricing to buyers
- Coordinate with the marketing/communication team to promote the campaigns and to deliver assets
- Analyze business KPIs and trade campaigns impact
- Analyze, elaborate and execute quarterly strategy per category
- Track market and competitor's activity to identify opportunities for growth
- Analyze and give recommendations on buyer's user experience

## Strategic Partnership Manager

*Ebay Inc, eBay Commerce Network - Paris - February 2010 - January 2015*

### ➤ Top-tiers strategic partners

- Monitor and optimize KPIs creating personalized dashboard
- Define action plans including growth opportunity identification and improvement initiatives
- First point of contact for partners on implementation, reporting and technical issues
- Develop constructive relationships, identify business opportunities and understanding of their business challenges
- Train and educate partners on product and processes
- Lead cross-functional efforts with EU and US teams to share best practices and product enhancement

## Projects

- 2014 Paris E-commerce tradeshow: content generation, marketing collaterals, planning and budget
- 2016 Implementation of TV partnership with M6: 360° operation including ideas generation, sponsorship, license, endorsement, display, onsite marketing, budget
- 2016 Partnership with Fashion Millennials Influencers: onsite marketing, display, content, endorsement, merchandising

## Key Skills

- ✓ Team player with strong work ethic and ability to adapt to change
- ✓ Excellent interpersonal skills
- ✓ Able to build trusted relationships
- ✓ Customer centric
- ✓ Project management
- ✓ Native French
- ✓ Fluent English
- ✓ Knowledge: German and Serbian
- ✓ Microsoft Office
- ✓ Sales Force CRM
- ✓ Microstrategy
- ✓ SAP BusinessObject

## Education

- ✓ Master Degree Manager D'affaires Option Marketing des Services  
**ESCG Paris - 2010**
- ✓ MSc Business & Management  
**Coventry University UK - 2006**
- ✓ BSc Business & Management  
**Coventry University UK - 2005**
- ✓ DUT Tech de Co  
**IUT Issoudun - 2004**