

Safae El Mamouni

Cover Letter

Montpellier (France) - January 8, 2026

Subject: VIE E-Commerce Associate - Groupe L'OCCITANE

Dear Hiring Manager,

I am applying for the VIE E-Commerce Associate position in New York, as I am particularly interested in contributing to the day-to-day merchandising, SEO and performance optimization of L'OCCITANE's US and Canadian e-commerce platforms.

My interest in digital environments first developed during my Master's degree, when I worked on a website creation project and later built my own fully coded portfolio using HTML, CSS and basic JavaScript. This experience gave me a concrete understanding of site structure and content hierarchy, and naturally led me toward an e-commerce-oriented career.

This foundation was further strengthened during my experience in the beauty industry at Coty (Bourjois), where I worked closely on core e-commerce operations, including product catalog management, PDP accuracy, website merchandising and promotional execution. I coordinated product launches and commercial campaigns by managing agency briefs, testing phases and timelines, ensuring smooth go-lives aligned with marketing and supply chain priorities. I monitored performance on a daily, weekly and monthly basis, tracking key KPIs and using Excel (pivot tables, VLOOKUPs) to analyze sales, inventory status, SKU updates, and support data-driven decisions. I also led a cross-functional project inspired by a "Shop the Look" approach, resulting in 50% stock clearance within two months and a hero SKU sold out.

Beyond execution, I developed a strong interest in SEO and organic growth levers. I collaborated with an SEO agency on landing pages and editorial content, contributing to keyword research and implementation across product descriptions and site content (meta tags, title tags, URL structures). Through competitive analysis and customer feedback reviews, I supported optimizations related to product presentation and user experience, with a clear focus on improving visibility and organic traffic opportunities.

I am comfortable working with CMS environments such as Shopify and familiar with e-commerce analytics and SEO tools including Google Analytics and SEMrush. While platforms such as Salesforce Commerce Cloud, Google Search Console and ContentSquare were not used directly in my previous role, I have developed a clear understanding of their purpose and logic, particularly in relation to customer journey analysis, search performance metrics and the identification of friction points through heatmaps and session replays. I am confident in my ability to quickly become operational and collaborate effectively with cross-functional teams.

What particularly attracts me to this role is the balance between execution and analysis, as well as the opportunity to contribute to highly dynamic North American markets. Having studied and worked in multicultural environments, I am used to adapting content and ways of working across markets while maintaining a coherent digital experience. This adaptability, combined with a detail-oriented and results-focused mindset, allows me to integrate quickly into fast-paced environments and contribute reliably to ongoing projects. The VIE framework represents an ideal opportunity for me to deepen my expertise in a structured international environment while contributing concretely to L'OCCITANE's digital growth.

Thank you for considering my application. I would be pleased to further discuss how my background and working approach could support your e-commerce objectives in the US and Canada.

Yours sincerely,
Safae El Mamouni