

Clementina Amato

Front-end Developer

cle.amato@gmail.com

+44 (0)7729064385

linkedin.com/in/clementina-amato/

PROFESSIONAL EXPERIENCE

Ecommerce & Trading Executive

FitFlop, London

MAY 2021 - PRESENT

- Responsible for website performance in US and EU markets
- Improved customer search experience to increase conversion rate
- Worked on creating users stories for developers to implement new site features
- Monitored online traffic and sales tracking website analytics

Ecommerce & Digital Project Manager

Abbey Group, London

JANUARY 2020 - SEPTEMBER 2020

- Responsible for the website content, liaising with other departments to source products' content, created templates and guidelines for online processes
- Cooperated with the developers team on website redesign projects
- Increased booking request by 30% through promo and special offers campaign and optimisation of user journey on the website
- Assisted delivering a long-term company project, a B2B itinerary builder platform, by taking the lead of Quality Assurance for platform testing. Liaised with developers on project deliverables.
- Trained internal teams for new features and internal tools adoption

Junior Ecommerce Executive

Abbey Group, London

SEPTEMBER 2018 - DECEMBER 2019

- Uploaded products in the CMS, increasing number of products for online sale by 60%
- Created 4 White Label websites to sell products for the Conference & Events Department (first white label project in the company's history)
- Improved internal quoting process by integrating, testing and onboarding a third party digital platform (Didgigo); trained teams across the company for the adoption of the tool
- Assisted Online team monitoring online bookings, using Xml for testing purposes and to investigate external clients' online requests

PROFILE

I am a front-end developer with working knowledge of React, Java Script Responsive website, HTML I have gained a mindset after years in Website and Digital Project management.

SKILLS

- Project management
- Quality assurance
- Content management
- Training teams

COURSES

- Social Media Training
Luca La Mesa Academy, 2020
- Braille
Gruppo Silis, 2017
- Tactile Sign Language workshop
Gruppo Silis, 2017

LANGUAGES

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|-----------------------|----------------|
| • ITALIAN | Native Speaker |
| • ENGLISH | Fluent |
| • FRENCH | Basic |
| • SIGN LANGUAGE (ITA) | Advanced |

EDUCATION

Languages and Intercultural Mediation

Bachelor's Degree - University of Roma Tre
2010 - 2014

Languages and Intercultural Communication

Master's Degree - University of Roma Tre
2014 - 2016