

VALENTINE ELUWASI

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PERSONAL PROFILE

For the past 8 years I have worked in e-commerce within the luxury sector which begun with a role at Dover Street Market International, managing the running of a £14M annual revenue e-commerce operation with a daily average of 400 orders during the weekends. I have also designed and developed full ecommerce operations for 2 brands from ideation to execution. Over the last few years I have become an expert in CRM and in particular email marketing for brands with wealthy clients. My customer oriented mindset paired with my technical skillset allowed me to thrive in the field of CRM and email marketing as it requires a solid understanding of data to utilise marketing tools to their highest efficiency. My strength is understanding complex processes from a broad perspective in order to increase efficiency through automation and decrease human error & build time. Recently, as the Digital Media and Communications Manager at Phoebe Philo, a new luxury brand with LVMH backing, I led the digital media strategy for the brand's launch. This role entailed managing social media, digital communications, and media projects to enhance brand presence while maintaining the founders illusive persona and developing a culture of connoisseurship among brand advocates and fans.

Portfolio: www.eluwasi.com

TECHNICAL SKILLS

Languages: Javascript, Python, Dart, AMP Script, CSS, HTML

E-Commerce Platforms: Storm

Farfetch, Magento, Woo-Commerce, Shopify, Commerce Cloud

Marketing Platforms: Mailchimp, Dotmailer, Oracle Marketing Cloud, Salesforce Marketing Cloud, Hubspot, Klaviyo

Analytics: Google Analytics*, Power BI, Datorama, Looker Studio

Payment Systems: Stripe, Mastercard Payment Gateway, PayPal, WooPayments

DevOps: Azure, Asana, Zeplin, GitHub

Design: Photoshop, Adobe XD, Canva, Figma

Social Media: Sprout Social, Brand24

PR & Comms: Launchmetrics

RELEVANT EMPLOYMENT HISTORY

Digital Media & Communications Manager

PHOEBE PHILO (LVMH) | Feb 2023 - Present

- Led the digital media strategy for the launch of Phoebe Philo, a new luxury brand with LVMH backing.
- Managed social media, digital communications, and media projects, enhancing brand presence and customer engagement whilst maintaining a sense of counter culture.
- Utilised data Google Analytics and social media analytics for data-driven insights, informing strategy and execution.
- Collaborated closely with DTC and CRM teams to align digital strategies with customer-centric goals.
- Oversaw content calendars, asset management, and website content, ensuring timely and effective communication.
- Adapted digital strategies to market trends and customer feedback, maintaining the brand's illusive strategy.
- Streamlined cross-departmental coordination, contributing to a unified and impactful digital presence.

Global CRM Executive

DE BEERS GROUP | Mar 2021 - Jan 2023

- Worked closely with stakeholders from 8 different global regions on BAU and long term CRM strategy.
- Developed CRM reporting dashboards using data streams from 4 different platforms to create wholistic view of our key-metrics and form a visual real time funnel.
- Presented CRM reporting to c-suite executives on weekly, quarterly and annual basis.
- Owner of the global email marketing channel across two in house brands, De Beers Jewellers & De Beers Forevermark with a total database of over 250k
- Briefed in email marketing campaigns to design, copy and online content teams*
- Led and initiated a transformation project that resulted in a simplified build process that cut down each campaign build time by 60% whilst reducing human error during the process & producing more data points.

Email Developer

NET-A-PORTER | Feb 2020 - Feb 2021

- Developed email marketing campaigns in HTML and deployed via Oracle Marketing Cloud contributing to a revenue stream that was 30% of the business.
- Co-owner of the push marketing channel which drove £30k average weekly sales.
- Produced dynamic highly personalised emails using Responsys Programing language (RPL) and subscriber data.
- Developed a flagship highly personalised email using 25 different data points that dictated variables such as font colour, copy, dynamic images and personalised subject lines .
- Conducted litmus tests to identify & resolve presentation issues across all templates and ESPs.
- Created campaigns in 4 languages deploying to a global audience of over 2 million subscribers

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ACADEMIC PROFILE

Goldsmiths, University of London

First Class Honors degree (4.0 GPA) in BSc Business Computing (2019)

Scholarships: Recipient of the FIS Global Scholarship Program & the Goldsmiths International Response Scholarship.

- **Final Year Project:** Developed a machine learning e-commerce application that detects product attributes using Google's Cloud Vision library.
- **Selected Modules:** Human Centered Design, Project Management in Prince2, PMBOK & Agile, Data Visualisation (Python).
- **Elected Positions:** Treasurer of Hacksmiths Tech Society, Departmental Rep for Department of Computing
- **Extra Curricular Activities:** Hosted weekly African radio show, member of the running club

Farnborough Sixth Form College

300 UCAS Points

Subjects: Economics, Computing, Business Studies, Accounting

RELEVANT EMPLOYMENT HISTORY

Digital Manager

NAMACHEKO | May 2019 - Feb - 2020

- Designed and developed the brand's e-commerce website from scratch, using WooCommerce, PHP & JavaScript, to establish the brand's digital presence. Implemented Stripe payments for secure transactions. Also, trained the e-commerce staff on operating the website effectively for day-to-day activities.
- Generated creative assets for social media marketing by leveraging tools like Canva and Adobe Photoshop.
- Developed a comprehensive social media strategy aimed at increasing reach and engagement, particularly during fashion week, to boost the brand's visibility and interaction with the audience.
- Created the brand's CRM strategy, including developing and configuring the CRM system using Mailchimp.
- Developed the email marketing strategy, using the CRM system to enhance direct communication with customers and promote the brand's products and services effectively.
- Wrote and distributed product and collection launch press releases to global publishers such as Highsnobiety and Vogue, significantly increasing the brand's exposure and recognition in the fashion industry.
- Led the operations of the brand's Paris Fashion Week stream to a global audience. The stream was promoted by global press including Vogue International

E-Shop Assistant

DOVER STREET MARKET INTL | Mar 2016 - July 2019

- Producing and reporting sales and key metrics directly to the CEO and global directors across three continents.
- Responding to customer comments in comments and direct messages on social media.
- Overseeing the website's user experience and functionality, regularly updating product listings and descriptions.
- Monitoring competitor activities and market trends to identify opportunities and threats.
- Handled customer service inquiries, resolving issues, and ensuring high levels of customer satisfaction.
- Liaised with warehouse and logistics teams to resolve shipping and returns issues.
- Analyzed sales data to identify best-selling products and areas for product expansion or improvement.