Giulia Mummolo

giuliamummolo.com

mail@giuliamummolo.com
(+44) 07426490423
London - UK

Experienced e-commerce executive with solid retail experience built in 7 years within different roles across sales with a strong focus on product and client experience across several areas of the fashion industry. I have translated the knowledge acquired in direct contact with the consumer into digital e-commerce by closely working with different teams across the business such as creative, marketing and tech. As a personal interest towards innovative technologies, I have been actively taking part in web re-development projects which lead me to further build my personal skills completing two coding boot-camps and contributing to front-end development projects. My strong analytical skills combined with my creative approach have been leading me to explore different ways for problem solving and to seek new opportunities to further develop my career in web development.

I am currently working on freelancing projects as well as contributing with development implementations to an establish jewellery e-commerce brand.
Please view my work at giuliamummolo.com

CODING EXPERIENCE

CodersInHoods
Coding Bootcamp (March - June 2020)
Immersive fron-end web development coding bootcamp.
Industry standards approach on web development technologies such as Javascript and practicing algorithms for deeper understanding of a language and learning to problem solve.
Developed responsive and interactive user interfaces using APIs and frameworks such as RactJS.
Successfully completed all assigned projects.

Technlogies used: HTML5 - CSS3 - SASS - JavaScript - ReactJS - Object Oriented Programming - RESTful APIs - Git

Kodiri
Coding Bootcamp (August - October 2019)
Intensive full-stack course on programming on most demanding stack in IT industry.
Development of professional grade web application with mobile UX and UI structure, front-end logic and back-end APIs.
Successfully completed programming training on Kodiri learning platform

Technlogies used: HTML5 - CSS3 - JavaScript - ReactJS - NodeJS - ExpressJS - MongoDB - Heroku - Git

Georgiana Scott
E-Commerce Executive (February 2019 - Present)
Managed E-Commerce restructure projects across product, design, SEO and digital marketing and improved client engagement and retention strategy through site optimization and digital campaigns across different media channels such as digital marketing and social media advertising campaigns.
Developed strategic product planning and management of products cycle across the brand's website.
Responsible for site analytics, data driven strategic planning. Managing third party e-commerce partners and maintaining relations with international manufacturers and wholesale accounts including independent retailers and department stores.
• Planned and executed marketing campaigns which doubled total page views
• Re-designed website which improved bounce rate by 20%

Shopify • Klaviyo Marketing • Mailchimp • Unleashed Management • Google Analytics • Facebook Ads • Google PPC Ads

FURTHER EXPERIENCE

Moncler
Sales Product Major (January 2017 - February 2018)
First point of contact for Moncler own products within the Harrods concession, managing product cycle including stock maintenance, movements across Europe, aftercare services and customers enquiries liaising with operations and sales teams to maximize business revenue and maintaining luxury service expectations and presence across the market.
Developed innovative merchandising approaches with Regional Visual Merchandisers and reporting implementations.
• Managed transition from wholesale to retail
• Managed a team of four providing mentoring and business training
• Consumer data collection and reporting to Buying and Merchandising teams for development of upcoming collections

Technologies used: SAP- Inventory Management • CBR: Retail POS • Adyen payments • Microsoft Excel

Harrods
Brand Manager (May 2015 - January 2017)
Part-Time role covered while completing my BA degree course and promoted to Full-Time after graduating.
Responsible for the overall performance within the luxury Childrenswear division with the main focus on outerwear products following the brand's vision and guidelines
Created a brand strategy following an in depth market and competitors analysis: forecasting consumer's behavior and accordingly, develop marketing campaigns, planning of consumer-focused events to drive sales across the department.
• Increased the revenue of the assigned department by 40% exceeding business KPIs expectations such as UPT and ATV
• Decreased stock loss across the department by 20% and responsible for loss prevention training.

Bottega Veneta
Private Client Advisor and Visual Merchandiser (September 2014 - April 2015)
Part-Time role covered while completing my BA degree course.

Banana Republic
Store Supervisor (May 2012 - August 2014)
Part-Time role covered while completing my BA degree course.
Supervised a team of 20 across several roles within a KPIs performance based enviroment.

EDUCATION

Istituto Marangoni - London
BA (Hona) Fashion Design (2013 - 2016)
Course focused on the technical development of womenswear collections from initial research to garment design and production following industry standards.
Study of form, colour, pattern drafting and draping, and accurate analysis of clothing manufacturing techniques as well as intensive market studies and principles of the fashion business, brand identity, positioning and marketing.
Through the course were explored techniques used within design and pattern making with a strong focus on sustainability and technology.
Following the personal interest in experimental design approaches and research on upcoming techniques, I have been involved in several in-house seminars as well as workshops to present relevant works to the university.
As part of the final year assessment, a personal capsule collection and brand was designed with experimental approached on the intercultural juxtaposition of traditional fashion garments.
*The collection was showcased during the Graduate Fashion Week 2016 and published by ELLE (Uk).

COMPETENCES

Languages: Italian (native), English (fluent), Spanish (basic)

Platforms: Shopify, Klaviyo Marketing, Mailchimp, Unleashed Management, Google Analytics

Technologies: HTML5, CSS3, SCSS, JavaScript, ReactJS

Graphic Design: Adobe Photoshop, Illustrator, InDesign, XD and Figma

references availabe upon request.