

# LOUIS PASTORINO

## Head of Ecommerce

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### Profile

With four years of experience as the Head of Digital in ecommerce, I have developed a deep understanding of digital strategies and user experiences. Recently, I completed a Full Stack Web Development bootcamp, fueling my passion for creating innovative web applications. I have honed my skills in HTML, CSS, JavaScript, and React, while also gaining exposure to Express, Node.js, and MongoDB. Combining my ecommerce expertise with newly acquired coding skills, I am now seeking a Web Developer role to kickstart my journey in the field of Frontend Development, where I can leverage my knowledge to craft seamless and engaging user interfaces that drive business growth.

### Professional Experience

#### Head of Ecommerce

Electroheads (June 2023 - Present)

- Developed a comprehensive long-term digital roadmap to achieve targets in 2023 and 2024, aligning with the company's growth objectives in all regions (UK, US and EU).
- Owned trading calendar and development of strategic, supportive initiatives (site activations for launches, visual merchandising A/B testing, strategic product offerings)
- Implemented strategic initiatives leading to a notable improvement in key metrics across all regions, including an 18% increase in conversion rate and a 23% increase in Average Order Value (AOV).
- Optimised tech stack and systems usage to secure significant cost reductions, positively impacting the P&L and increase ROI.
- Using a data-driven SEO strategy, secured top-five ranking for key industry keywords, increasing organic traffic by 54%.
- Collaborated closely with the Marketing Director and Content team to optimize CRM and performance marketing strategies and landing pages, ensuring effective utilisation of marketing expenditure and best in class customer experience.
- Established and maintained a robust system for monthly reporting against growth KPIs, providing insights and recommendations for continuous improvement.
- Deployed AI-powered chatbot to respond to customer queries directly on site, significantly enhancing customer satisfaction and reducing inbound customer emails.
- Actively analyse competitor marketing and pricing activity to ensure price competitiveness.

### Skills

- HTML, CSS, JavaScript, React, Bootstrap, Express, Mongo, Git
- Strong analytical skills, data handling and numeracy, with experience using Tableau and Google Suite (Looker, Sheets, GA4).
- Google Ads, Meta Business Manager and Google Merchant Centre
- Dynamic team player with interpersonal skills
- Strong written and verbal communication, and partnership-building
- Strategic thinker and entrepreneurial.

### Education

#### Web Development Bootcamp

Udemy, Certificate ID:

UC-53d02289-cd16-4c8a-b56c-536eff52a9e7

HTML, CSS, Javascript, React, Node, Express, Mongo, Git, Github

#### Bcom Honours (Economics)

Stellenbosch University, South Africa (2018)

Thesis topic: International trade and global supply chain inefficiencies: is Blockchain the answer?

#### BA (PPE)

Stellenbosch University, South Africa (2014- 2017)

Majors: Politics, Philosophy and Economics

#### National Senior Certificate

Bishops Diocesan College, South Africa (2013)

### Interests

- Sport, nutrition & fitness
- Conservation, wildlife & nature
- Car enthusiast

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### Professional Experience Continued

#### Head of Ecommerce

WIT Fitness (March 2022 - June 2023)

- In collaboration with 3PL, developed localised US and EU online trading strategy with a strong focus on profitability, ultimately reducing the cost of sales within these regions.
- Strategic project lead on development of Marketplace program with forecasted sales of £2.4m in first year of trade.
- Successfully onboarded multiple brands to the Marketplace, from commercial negotiation to platform integration, driving 103% m-o-m sales growth.
- Managed paid media agency transition, working closely with marketing team to ensure ongoing success through paid channels and alignment with online strategy.
- Led onboarding of Tableau BI dashboards across business, increasing reporting efficiency, insight and ensuring fit-for-purpose data presentation.
- Worked cross functionally with Marketing, Brand and Creative teams to deliver strategic campaigns across online channels and optimise customer journey.
- Owned tech-stack P&L, increasing ROI following reduction of app and platform cost by 38%.
- Conducted end-to-end recruitment process of latest report, actively measuring performance against KPIs to nurture and secure progression within the company.

#### E-commerce Manager

WIT Fitness (July 2021 - March 2022)

- Owned CRO strategy, increasing conversion rate by 8% through deployment of A/B and MVT test winners.
- Developed product bundle strategy to drive trade, achieving an 8% increase in AOV.
- Worked closely with CRM team to optimise landing pages, drive conversion and increase LTV, building cross functional experience
- Maintained on-site personalisation and visual merchandising using NOSTO, increasing sales through NOSTO by 11% annually.
- Ensured all categories and products aligned to promotional activity and trading calendar to drive conversion.
- Reported internally on Paid Media performance (Google Ads & Meta)
- Collaborated with SEO consultant to facilitate SEO audit and implement organic traffic growth strategy, building external stakeholder management skills.
- Collaborated with creative and media agencies to successfully launch high-profile collaboration product campaign and launch.

#### Digital Analyst

WIT Fitness (April 2019 - July 2021)

- Weekly reporting of web metrics, providing insight into data and actions for driving positive change in web metrics.
- Monitored user activity on site, identifying UI blockers to conversion using heat mapping and scroll reports (Hotjar).
- Owned product launches and campaign preparation on site, including uploading campaign content and copy to site.
- Optimised email templates and conducted landing page tests to drive email conversion together with CRM manager.
- Conducted audience analysis to maintain highly engaged email audiences.
- Worked closely with customer care and warehouse teams to provide solutions to challenges faced around customer orders.
- Developed fundamental understanding of Ecommerce and digital landscape, consistently keeping up with industry trends.