MONIQUE GREEN

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**PROFILE SUMMARY:**

Working in Ecommerce for 7+ years I have a strong understanding of maximizing conversion, UX, acquisition, retention, and end-to-end user journeys. I have a proven track record of driving an increase in sales, conversion, and contribution online. In my most recent role, I successfully grew the global ancillary strategy for the Leisure Pass Group, I achieved a +40% uplift in contribution YoY and expanded our product sales to six new cities. I have experience in taking complete ownership and being responsible for end-to-end accountability of numerous websites, both domestically and internationally. I am also proficient in working with numerous stakeholders to successfully execute the strategy plan to meet sales targets whilst keeping in-line with wider business goals. I am currently in a project management FTC role but keen to get back into ecommerce.

**SKILLS**

* Ecommerce and app commerce– P&L, trading, strategy, analytics, digital marketing, API’s, VWO
* Project Management – new website design, web migration and development, testing and execution
* Data segmentation and targeting
* Partner relationship management
* Drupal, Shopify, Magento, Google Analytics, Photoshop, Elastic Path, Commerce Manager, Microsoft, Jira, Tableau

**EMPLOYMENT**

**October 2020 - Current**

**Ecommerce Project Manager | Leisure Pass Group - London**

My previous role was unfortunately made redundant along with the whole department. Following on from this, I was presented with a new opportunity within the business; I am currently working as Project Migration Manager with the responsibility of migrating 8 live websites from our current platform to our new platform, as well as launching a new website.

**October 2018 – September 2020**

**Ecommerce Manager | Leisure Pass Group - London**

I managed trading, product, traffic, performance, and conversion for global sales of our ancillary products and experiences onsite and within our multilingual apps. In my first year in this very hands-on role, I achieved +40% contribution, +30% revenue and +30% sales volume growth YoY. I did so by improving UX in our app, introducing new marketing campaigns across all cities and expanding product sales to an additional six cities. I had ownership over content, imagery, pricing, and marketing for all websites. It was essential to keep my finger on the pulse and react to trading conditions by the day and make changes whenever necessary to keep on track of target. Every day I liaised closely with the CRM manager to create personalised email content and app push notifications working off the trading plan I developed, and I also worked closely with the product team on what new products to add onsite. I was also key to driving the web migration we were undergoing. This included collaborating with our UX designer and Digital Product Manger to ensure UX. design, backend and frontend development ran smoothly. I made analytical lead decisions based on findings from Google Analytics and also from our Business Analyst which also allows me to keep track of budget and optimize campaigns to increase conversion and segmentation. I also worked with the PPC team on select campaigns.

**February 2017 – October 2018**

**Ecommerce Manager | Bounty - Welwyn Garden City**

I was promoted to launch and manage the new B2C area of the UK's leading parenting club. I defined the strategy and ecommerce proposition for the new arrival- Bounty Boutique. I grew conversion by 411%, purchases up by 43%, AOV by 16% and revenue up by 57% YoY. I managed website design, development, product selection, merchandising and the marketing plan which included omnichannel and influencers. I managed resource and risk as they occurred and was responsible for the growth of our KPI’s, acquisition, retention, testing and optimisation. I was also involved in the product development of our new changing bags from concept to launch which went on to be our best-selling product. I introduced a CRM programme which achieved an increase of email open rates by 40% and CTR by 74%. We mirrored this in our award-winning app where we achieved an increase in open rates by 12 % (iOS) and 30% (Android) for push notifications.

**June 2016 – February 2017**

**Ecommerce Marketing Executive | Bounty - Welwyn Garden City**

A combination of managing my workload, with a focus on strong offers led to a more efficient running of the offers & products email process. It allowed me more time for reporting, analysis and improvements which lead to a business revenue increase. I delivered all ecommerce marketing activity and liaised with key clients daily and work closely with our Sales Executive focusing on KPI’s.

**February 2016 – May 2016 | Unemployed – South East Asia**

I was on a 3month trip in Southeast Asia where I visited 5 different countries.

**February 2014 – February 2016**

**Admin/ Receptionist Roles | Various Companies - Australia**

Whilst working and travelling Australia I successfully secured temp admin roles as I moved to a new city to city. I also successfully completed 3 months’ work on a banana farm to secure my 2nd year visa.

**April 2014 – August 2014**

**Buyer/ Online Merchandiser | SkincareStore.com.au - Sydney**

I managed the Buying and Merchandising for all 90 brands at SkincareStore.com.au. I conducted the set up and launch of 3 new brands as well as ascertain an additional 3 brands. I hit ordering targets and assisted in increasing sales. I frequently liaised with Marketing and Design to execute campaigns for new products and would negotiate opening orders, promotions, samples, and gift with purchases.

**February 2014 – April 2014 | Unemployed - Australia**

I wanted a challenge, a change, and a bit of fun, so I travelled to Australia at the beginning of February where I stayed with friends and started looking for work in March.

**October 2012 – January 2014**

**Email Marketing Executive | Charles Tyrwhitt- London**

We grew the email database by over 75% within a year and took the biggest revenue in a day and week whilst I was in the team. I successfully project managed all relevant aspects of our weekly campaigns for four territories, discussed strategy, planning and executed the marketing plan. I maximised sales by being efficient with product space, created web pages and liaised with the data team and email agency on list building and segmentation.

**May 2011 – October 2012**

**Marketing Admin Assistant | Charles Tyrwhitt – London**

This was a new role created within the offline Retention and Acquisition Marketing department where I managed the production of onserts and all retail marketing collateral from design to print. I believe my hard work paid off as I was approached by the Email Marketing Manager to be promoted into their team.

**March 2011 - May 2011**

**Marketing/Recruitment Intern | First Resort Global Recruitment – London**

By continuously striving and exceling on tasks given, I was the first intern to be chosen and to take on additional responsibilities.

**EDUCATION:**

**2007- 2010** - Queen Mary University of London: Biology BSc (Hons) 2.2

**2000-2007 -** Alexandra Park Secondary School and Sixth Form 3 A-Levels passed

**INTERESTS**

I love cooking, baking, travelling, reading and socialising with friends. I also enjoy webinars, going to seminars and work social events. I am also part of the company social committee where we organise monthly company lunches, social nights out as well as the big events including the summer and Christmas party.

**REFEREES**

Available upon request.