**Robin Thompson**

**eCommerce Strategist**

**Summary**

My core experience is from an operational side eCommerce- Strategy development for brand and product launches on marketplace. I have experience in the development and maintenance of payment gateways. Management of 3PL ser-vices, Customer service development and online risk management. I also have experience in CRM and Marketing.

Strategy of online selling for products both B2B and B2C; premium liquid vapes, flavoured CDB infused crafted drinks, alcohol, organic heritage sourced products (premium food/premium drinks/Coffee/premium beauty).

Added to my experience I am currently studying a CIM digital Marketing and Brand Management qualification.

**Work History**

**RobinT Contracting LTD- Freelance consultant**

**Clients: Newell Brands, Cuts Ice and Nabino.com**

**March 2018 to present**

* Consulting for businesses that are looking to enter the online B2C sales channel via marketplace
* Creating product stores on Amazon and eBay via vendor central.
* Product management on Amazon and eBay
* Creating content strategies for marketplace stores
* Creating marketing propositions
* Setting up process flows for cross border sales
* Social media setup.
* Strategy development for brand and product launches on marketplace.
* SEO and content optimization amazon
* Multi sku and Category management
* Logistics and Fulfilment
* Setting up websites for new to market retailers (nabino.com-most recent)
* Creation of launch and roll process for sites
* Creation on business processes
* Supplier and vendor management
* Website merchandising
* Work closely with the marketing team on implementation and execution of digital campaigns and strategies
* Ensure a consistent, contextual and relevant customer journey across all e-commerce platforms (including mobile site) and in all available language
* Connect with digital marketing and help with providing regular analysis and reporting of web-site traffic and initiatives, using Google Analytics & Excel, communicating recommendations and driving actions

**Samsung UK**

**Ecommerce Operations Manager (Contractor)**

**July 2017 to December 2017**

Interim Ecommerce Operations manager for Samsung UK Europe where I was tasked with assisting with the re platforming of the Samsung Ecommerce site via a 3rd party white label solution to a Hybris platform. Alongside that I was involved in setting up a logistics proposition and strategy. I was also tasked with centrally managing content, localization, and optimization of consumer products.

* Management of Samsung Concession stores (Selfridges). Operational management of retail store
* Web trading of the Samsung Ecommerce store for the UK
* Creation of new customer service and experience proposition
* 3rd party vendor management for existing web stores.
* Logistics and fulfilment
* Website product uploads and merchandising
* Content and data migration from white label solution to commerce store.
* Payment Gateway management. Via PayPal finance.
* Marketing content creation for PPC and SEO

**New way International**

**Position: Ecommerce and Digital Marketing Consultant (freelance)**

**January 2017-June 2017**

* Development on new B2B and B2C web store blueprint that will define their online presence.
* Merchandising of their sales channels for both online and retail.
* Developing new sales channels with the introduction of trading on Groupon, Wowcher, cross trading.
* Creating digital and print media campaigns to help promote the business.
* Development of logistics and fulfilment processes by helping procure a fulfilment and stock management system.
* Creating and managing content for the site and print. Making sure content is fully optimized and creates more organic search results.
* Competitor analysis, seeing what they are doing in the market and advising on what needs to be done in the internal business to help achieve this.
* Project management and design of the new Webstore.
* Setting up amazon and eBay marketplaces and trading on these sites.
* Development of customer service and value proposition.

**Philips and Ireland UK**

**March 2016- December 2016**

**Ecommerce Content Manager**

**Key responsibilities:**

* Ecommerce content writing for Pureplay stores retailers as well.
* Product activation and development on eBay and Amazon to make sure that when we launch and refresh old and new skus into the market the products stand out and the consumer is more engaged.
* Campaign development on Amazon and eBay, launching marketing campaigns that help us reach certain targets that have been set by product manager and various stakeholders.
* I was responsible for category management of all consumer on the marketplaces,
* Product optimization on marketplace (keywords), making sure that have our products appear in more places and outside the associated category which would promote cross and up selling of our products. An example of this was in the shaving we would make male grooming products appear in the ladies shaving category.
* Optimization and product development on the Amazon backend,
* Developing digital Strategy Amazon so we have a road map to help achieve marketing goals.
* UX development for within marketplaces.

**Key achievements**

* User optimized content that helped increased category profit and more brand and product awareness.
* Increased user engagement with brand via the Philips amazon store
* Developed better relation between brand and Amazon.
* Was successful in securing buy box on multiple product lines.

**New Way international**

**Position: Ecommerce and Digital Marketing Manager (freelance)**

**January 2016-March 2016**

* Development of a new B2B and B2C webstore blueprint that will define their online presence.
* Merchandising of their sales channels for both online and retail.
* Developing new sales channels with the introduction of trading on Groupon, Wowcher, cross trading
* Creating digital and print media campaigns to help promote the business.
* Development of logistics and fulfilment process by help procure a fulfilment and stock management system.
* Creating and managing content for the site and print, making sure content is fully optimized and creates more organic search results.
* Competitor analysis, seeing what they are doing in the market and advising on what needs to be done in the internal business to help achieve this.
* Project management and design of the new Webstore.
* Setting up amazon and eBay marketplaces and trading on these sites. Development of customer service and value proposition

**Key achievements**

* Developed an Ecommerce blueprint and strategy that could be used when they were ready to be launched in market.
* Increased sales channels by adding new partners.

**Canon Europe**

**Position: Webstore/ Ecommerce Manager**

**January 2014 – September 2015**

* Manage functions of all Canon B2C, employee and eBay stores across Europe:
* Liaise with and coordinate agency activities as pertains to content creation, localization and design.
* Combine with platform partners to manage front end and payment gateway activities
* Combine with logistics partners to coordinate and monitor supply chain activities
* Liaise with stakeholders to select products for French, German and Dutch eBay stores and co-ordinate logistics function
* Centrally manage the content for all stores, ensuring content is up to date (descriptions, pric-ing, product discontinuations, special promotions), on brand and in line with company standards.
* Ensure correct reporting and analysis of Canon’s web sales across Europe to optimize ecommerce performance
* Monitor the daily operation of the different stores to detect any issues, and be the main
* Contact person for service issues or otherwise escalated by customers or colleagues
* Collaborate with wider business functions to align e-commerce strategy with promotional activity and also to ensure the online channel is fully integrated and on brand
* Ensure site creative and copy stays on message
* Co-ordinate localization function with European NSOs (National Sales Office)
* Budgeting and monthly revenue forecasting.
* Merchandising

**Canon Europe**

**E-Commerce Operations manager**

**June 2013-January 2014**

* 3pl Sservice management
* Customer service operations management
* Online payment and reconciliations
* Stock allocation and stock management
* 3rd party vendor management

**Key achievements/ accomplishments**

* Expansion of Canon Ecommerce presence into another 5 European Countries. Including the launch of presence in Russia via a white label 3rdparty Ecommerce solution.
* Growing the business from a 19 million Euro business to a 27 million whilst at Canon.
* Development of Canon’s marketplace stores on eBay UK and eBay Germany. The accumulated revenue on his channel was just under 2 million Euros in year one.
* Creating a more customer centric and better operational business model for Canon’s Ecommerce space.
* Reducing the marketing expenditure by using more available internal resources.

**World Remit**

**Position: Website Operations Manager**

**February 2012-June 2013**

* Website content and creation
* Day to day site operations
* Fraud and Risk management
* Transactional monitoring
* Payment gateway management.
* Managing five colleagues – assigning workloads, observing progress and giving coaching and guidance where applicable
* Attending client service review meetings to discuss / present KPI information on monthly and quarterly basis
* Customer service management
* Various administrative duties
* Marketing and promotional correspondence to customers regarding new country roll outs
* Development and relationship management with 3rd parties.
* Product and brand activation

**Avaro royalty/Universal Music Company**

**Position: Customer Service & Category Manger**

**December 2010- February 2012**

**Responsibilities/skills:**

* Acquisiti on marketing
* Site content management-visual and written
* Dealing with all email and inbound call queries
* Marketing and promotional correspondence to customers regarding new products
* Basic fraud screening
* Fulfilment and logistics
* Merchandising

System knowledge: Siebel, Crm, Casper, Word, Excel, Outlook, PowerPoint, Venda, Jira, Oracle, PCT

**Education**

**High School:** Hoer Skool die Burger

**Completed:** 12th grade December2001

**College:** Damelin

Web Development and maintenance

**Qualifications:** Higher Diploma: still studying via Home Learning

**CIM (current)**

Marketing and Branding

**References are available on request.**