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| **Sangeetha P. Arun**  Bromley, London  e-mail: sangnaidu@gmail.com  mobile: 07834 386 306 | |
| **Profile** | Sangeetha is a creative and resourceful e-commerce professional with experience working in retail and wholesale businesses across the fashion, leisure and aviation sector.  Having worked in various e-commerce platforms and digital transformation, she has demonstrated that she is a continuous learner and interested professional.  She has led, managed and delivered a wide range of e-commerce and digital marketing functions. |
| **Key Skills** | **Content Management**   * Content publishing, overseeing photoshoots, SEO and back-end functions * Experience of working on various e-platforms such as Drupal, WordPress, NetSuite, Magento & Shopify.   **Digital Marketing**   * Working knowledge in web analytics - Google Analytics, Adobe Analytics * Optimising website with SEO * Newsletters and email marketing using platforms such as Mailchimp   **Merchandising**   * Experience in WSSI, OTB and supplier management * Knowledge of range planning and forecasting process   **IT Tools**   * Merchandise management systems - Merret, Cybertill , Locayta & Magento, OMS * Ticketing software – Jira and Trello * SEO tools – Screaming frog and SEMRush * Proficient in Microsoft Excel, Word and Adobe Photoshop |
| **Professional Qualification** | **Google Certified Digital Marketing Course, Squared Online,** 2018-19  **Fashion Retail Academy**, London, 2012  Certificate course in Fashion Retail: Buying, Merchandising & Management |
| **Education** | **International Institute of Fashion (INIFD),** Mumbai 2004 – 2007  B.Sc Fashion Design and Management |
| **Work Experience** | Career break for maternity leave from May 2020 - Present  **Heathrow Airport Limited** *December 2019 – April 2020 (FTC)*  **Ecommerce and Digital Executive**  Supported the Heathrow Boutique’s under its new digital marketplace and omnichannel commerce approach to sales and user experience.  Responsibilities: -   * Engaging merchandise and trade the site to drive and increase conversion. * Content manage product information for non-automated retailers. * Manage key retail partner online relationships in conjunction with existing offline account management. * Build relationships with retail operations teams to deliver seamless customer experience through process compliance and continuous improvement opportunities. * Coordinate online on-brand content with a keen focus on SEO best practice to drive organic traffic. * Set up and maintain on-site promotions, including landing pages, monitoring success and adopting strategies to improve efficiency and ROI. * Create and deliver daily, weekly and monthly reporting to business stakeholders based on current KPIs. * Utilise retailer performance reports to identify opportunities for improvement and implement changes accordingly.   **British American Tobacco Company** *September 2019 – October 2019 (FTC)*  **Marketing Operations Associate**  Supported the Global Marketing Services team in delivering global marketing technology platform. The focus of this platform was to support marketing processes, specifically, related to management of marketing campaigns from planning and scoping, briefing agencies, developing and managing creative assets within BAT globally and with its partner agencies.  **Leisure Pass Group** *January 2019 – August 2019 (FTC)*  **Ecommerce Executive**  Working in the CMS (Drupal) to build and maintain product pages on 34 cities' websites.  Responsibilities:-   * Creating customer facing E-commerce websites using the in-house Drupal CMS. * Working in Rebranding migration team with the copywriter, uploading and optimising copy across all digital assets (Web, App, Email, Paid Search etc). * Sourcing, optimising and upload images across all digital assets. * Ensuring E-commerce offering is in line with brand guidelines/strategy. * Embedding a creative influence on the execution of the project. * Supporting the creation of the project plan. * Managing risks & dependencies as appropriate, escalating to management as needed. * Ensuring that all projects are delivered on-time, within scope and budget * Creating and maintaining project documentation. * Site calls to check and test websites for broken links, errors, bugs on a regular basis. * Liaising and reporting of technical problems and issues to website development team. * Liaise with external agencies for keywords, metadata and translations to ensure best practice. * Responsible for handover of sites to BAUT team.   **Nova of London Ltd, London** July 2017 – Jan 2019  **Ecommerce Co-ordinator**   * Responsible for trading and merchandising of the website from product uploads and optimisation. * Online Inventory management. * Maximising revenue in a creative and visual way. * Responsible for customer segmentation, email campaigns and reporting. * Involved in a creative aspect from managing shoots to designing emails, web pages. * Reporting and analysis across web trading, marketing and used data to make improvements across the site. * Updating and planning according to the seasonal marketing calendar across website, social media and newsletters. * Aligning to the Brand Guidelines across all Digital Marketing channels. * Involved in reviewing and updating Brand Guidelines.   **Dee Set, London** April 2017 – July 2017  **Retail Merchandiser (part-time)**Responsible for providing Visual Merchandising support to high street retailers:   * Presenting and displaying all products correctly and working to planograms. * Maximising sales by ensuring a full availability of all products through accurate stock taking, inventory controls, stock and ordering processes.   **Career break** for maternity leave and childcare from Nov 2015 – March 2017  **East Ltd, London** Jan 2014 – Nov 2015  **Assistant Merchandiser**  Provided support to the Merchandising team with key responsibilities for:   * Maintaining accurate date set up on the Merret system, which will then enable the Buying team to raise orders. * Keeping accurate records on excel of any amendments to orders in the Range Plan and produce any necessary reports * Accurately input data for website requirements * Assisting the Allocator and Merch team in as instructed and when needed * Compile and distribute seasonal style bibles to the relevant people   **Goddiva & City Goddess Ltd, London** June 2013 – Jan 2014  **Junior Merchandiser - e-commerce**  Responsible for purchasing, allocating and monitoring stock levels for both Goddiva (Online retail) & City Goddess (Wholesale).  Main Duties:   * Liaising with suppliers, establishing lead times and delivery schedules, negotiating on delivery dates/product priorities where necessary. * Organise photo shoot and get product description from the buyer/copywriter. * Managing the publishing to update content and online visual merchandising for the retail and wholesale (Europe & USA) online sites. * Identifying repeats/cancellation of orders. * Planning and forecasting future sales based on analysis of previous sales history. * Provide analysis and promotional activities for departments. * Responsible for ensuring that markdowns are in the system in line with the markdown calendar * Key contact for merchandise reporting and all aspects of merchandising processes and system use.   **Nomad Travel Stores, London** May 2012 – May 2013  **Senior Merchandise Assistant (Travel & Outdoor Clothing)**  Principal accountabilities:   * Stock management in EPOS system * Raising Purchase orders * Forward orders and buying plan * Maintain Category WSSI to ensure optimum stock levels at all times * Managing on-going communication around 15 suppliers in the UK and overseas * Creating sales report, highlighting best sellers /worst sellers and presenting it in weekly trade meetings. * Managing critical paths for in house brands. * Administration support to transactional website.   Developed extensive analytical skills to help maximise profit and product potential. Also trained and supervised an Allocator.  **FashionLabelStore.com, Glasgow** Mar 2011 - Feb 2012  **eCommerce Merchandise Administrator**  Involved in the execution of start-up online fashion retail business and ecommerce merchandising functions that include:   * Assisted in stock procurement and pricing * Managing product set up and merchandise control * Processing of orders * Using ecommerce content management system * Maximise the online customer experience   **Elahé Fashions,** India June 2008 - July 2010  **Graduate Merchandiser (Buying & Merchandising)**  Supported the integrated merchandising team in a range of functions, including:   * Assisted in planning ranges, WSSI & OTB * Monitored stock levels * Used retail merchandising system and Stock Keeping Unit * Produced reports on stock-turn, sales and category analysis. |
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