### Paul Armstrong

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##### Head of E-Commerce

**Digital Marketing | Project Management | Entrepreneurial**

I am a highly experienced & motivated professional with over 12 years’ experience in both B2B & B2C E-Commerce & Project Management experience. Goal-driven with full P&L responsibility & commercial acumen with a proven track record in developing, building & scaling complex E-Commerce operations, optimising conversion, growing customer base through multi-channel marketing and driving revenue growth in a highly competitive markets.

Seeking a new challenge in a leadership position for an ambitious E-Commerce company wanting to develop an E-Commerce Revenue stream or scale an existing one.

**Areas of Expertise**

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| * Proven track record of launching new E-Commerce websites and building cross-functional teams * Exceptional analytical skills; Robust proficiency with Excel * Strong leadership, interpersonal & problem-solving skills; ability to negotiate & influence others across all organisation levels * Excellent computer skills, Ecommerce platforms (Magento2, Shopify, EKM Powershop), SEO, Google Analytics, Marketplace trading. * Entrepreneurial mindset with the ability to identify commercial opportunities & deliver to market | * Responsible for leading site strategy & building product roadmap * Creative & critical thinker with the ability to thrive in a dynamic, fast-moving environment & learn by doing. Strong ability to self-teach & learn new technologies & processes quickly. * Full responsibility for P&L * Operational & Product Management expertise with proven track record of delivery * Excellent digital marketing skills; development of multichannel strategy (Social Media, SEO, PPC, content marketing, PR) |

# Professional Experience

**DYNAMIC TECHNOLOGIES EUROPE LTD. –** Milton Keynes, UK Oct 2019 – Present

***www.dteonline.com***

***Head of E-Commerce***

* Transformed this traditional IT services provider to a premier online destination for IT Services & Product procurement.
* Full ownership of a new multi-functional E-Commerce strategy to create an E-Commerce solution for DTE, giving their clients not just a place to go for purchasing hardware, but a premier destination for a full-service IT procurement experience. From launch to generating £700k per month within 12 months.
* Establish a new E-Commerce operation; Creating a product roadmap, developing new content pages (e.g. brand micro-sites), automated product and content upload for over 700,00 products, site optimization and merchandising, PPC, SEO, technical support.
* Improved 3rd party Agency and partner management, reducing cost and increasing ROI.

**ROKIT LTD. –** London, UK Feb 2018 – Oct 2019

***www.rokit.co.uk***

***E-Commerce Manager***

* Streamlined the E-Commerce operation; from procurement, process, team structure & merchandising.
* Complete re-design & release of new Magento2 Enterprise web site; including restructuring & migration of huge product database. Resulting in 40% increase in conversion, 80% increase in revenue per user & increase in AOV.
* Created a full multi-channel digital marketing & content plan with a much clearer focus on its target demographic.
* Motivate, mentor & develop team members & hired new talent to fill key new roles.
* Increased sell-through rate by reduced inventory by 40% & re-focussing the product selection to our target market.
* Established KPIs & re-focussed E-Commerce team & third-party partner to deliver growth.
* After years of declining market share & revenue Rokit are now re-establishing their leadership position & revenue is showing steady growth.

**D2V LTD.,** Hertfordshire, UK (Business was sold at the end of 2017) 2008 – 2018

***Founder, Managing Director, E-Commerce Product Manager***

* Devised & created a leading e-commerce niche Vintage Fashion business & successfully generated revenue growth through multi-channel online trading, from start up in 2008 to Oct 2017, ensuring ongoing long-term leadership position.
* Created profitable E-Commerce web pages on Shopify & EKM Powershop platforms.
* Ebay expert, increasing revenue by 400% within 1 year with strategic product selection & pioneering the use of multi-variant listing for used goods. This technique is now been widely adopted by thousands of sellers.
* Maintained Top-Rated Powerseller status for over 10 years.
* Effectively managed all aspects of online marketing, procurement, analytics & online user experience.
* Drove sales and revenue growth through efficient use of offline and online channels with Web Analytics, SEO and Social Media to achieve significant year on year revenue and profitability growth for the company.
* Successfully garnered worldwide customer base through utilisation of online marketing such as SEO, PPC, advertising, promotions, email, effective Web Page strategy, online analytics, accounts and management, and PR i.e. Press, TV and Radio to effectively raise company awareness for our vintage retail fashion business.
* Expedited all national and international procurement and utilised strong negotiation skills to ensure sourcing of highest quality items at best prices resulting in achievement of an ongoing sustainable business platform.
* Routinely interacted with all customers, acknowledged queries and provided professional swift resolution to all problems, product queries, refunds and worldwide shipping resulting in significantly enhanced customer satisfaction, excellent online customer reviews and repeat business for the company.

**MOTOROLA GTSS,** Swindon, UK 2004 - 2008

***O&M Product Manager***

* Pivotal role with sole responsibility for management of GSM Operations and Maintenance Centre (OMC) suite of products including OMC-R, GUI Servers, 3GPP Corba North Bound Interface, Datagen and Web Access Server.
* Proactively absorbed full ownership of O&M hardware and software roadmap and drove all activity and milestones to ensure achievement of all short-term and long-term goals within the department.
* Successfully forged APAC and EMEA Customer Engagement and provided full support to Regional Account Teams.
* Consistently devised and developed product roadmap, pricing strategy and full bid support for the team.
* Effectively engaged in devising criteria for selection and management of 3rd party Vendors resulting in significantly improved efficiency during selection and ongoing long-term successful vendor relationship management.
* Utilised superior organisational skills and exceptional communication skills to provide consistent support to Senior Management, Manufacturing, Engineering, Account and Legal teams yielding seamless operational performance.
* Routinely participated and contributed during portfolio and release planning ensuring targets were achieved.

**MOTOROLA GTSS,** Swindon, UK 2000 - 2004

***Department Manager GSM BSS Software Development***

* Key role as Department Manager for software development department including day to day management of the delivery of multi-million-dollar cross functional projects across global organisations.
* Effectively managed software projects through full product lifestyle and drove performance and productivity improvement throughout entire software department, created clear and measurable department goals and significantly improved communication internally and externally yielding enhanced efficiency.
* Utilised a motivational leadership style to effectively engage, lead and manage a diverse team resulting in improved morale, efficiency and productivity including recruitment retention and development of new hires.
* Effectively project managed core GSM Base Station Features (GPROC3 and GSM Half Rate) and ensured all targets, objectives and milestones were achieved within agreed timelines yielding improved performance.
* Executed effective day to day management of Fault Management and Radio Subsystem GSM Software Development teams, communicated with all staff on a 1-2-1 and group basis to ensure all targets were achieved.
* Consistently provided estimation and support to customer facing organisations for efficient product introduction, seamless software release and integration planning, including migration of work to China, and routinely expedited comprehensive training and recommendations for infrastructure resulting in significantly improved productivity, efficiency and seamless operational performance.
* Proactively drove recruitment process and ensured all new hires received comprehensive induction training and ongoing coaching and mentoring to ensure retention of optimum candidates; and routinely engaged with staff on a 1-2-1 basis to evaluate performance resulting in improved morale and productivity.

*Additional Experience as Department Manager GSM BSS O&M Software Development for Motorola GTSS, and as Team Leader & GSM BSS Software Development Engineer for Motorola GTSS, and as Manager OTA Software Development for Omnipoint Corporation in the USA, and as Firmware Development Engineer for Motorola ECID*

# Education & Credentials

**MSc Digital Signal Processing**, University of Westminster, London, UK

**BEng Electronic Engineering,** 2.1, University of Westminster, London, UK