



Charlie Vose

Ecommerce & Digital Marketing Executive at And So To Bed

📍 London, UK

✓ Charlie's availability **should be discussed**

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Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Freelance Assignments

Skills

Ecommerce (Advanced)

Digital Marketing (Advanced)

SEO Copywriting (Advanced)

Copywriting (Advanced)

Communication (Advanced)

Creative Skills (Advanced)

Languages

English (Native)

About

Expertise spanning Ecommerce, Retail, Sales, Customer Service, Fashion, Arts sectors over the last 16 years. Competent in ensuring consistent, high quality CX/UX. Confident in developing a small team to encourage growth.

BRANDS WORKED WITH

Belinda King Creative Productions

Digitalis Media Ltd.

Dundas Worldwide

Gordon Ramsay Holdings

JIMMIE MARTIN LIMITED

MARCUS WAREING RESTAURANTS LIMITED

Orange Brands Management

Soho House Ltd

Experience

● Ecommerce Coordinator

Dundas Worldwide | Oct 2021 - Now

- Reporting to Head of Ecommerce. Stats since joining: Sales 22% | AOV 57% | Sessions 68% | RCR 38%
- Daily website management (Ecom orders, WMS stock updates, VM, site audits, pre-orders).
- Catalogue Creation (PDP product copy, brand TOV, attributes, image categorisation)
- Apply SEO, keyword research, meta data, discoverability.
- Coordinate with marketing consultancy for image and video asset uploads, asset edits, marketing calendar alignment.
- Monitor and report on KPI's and Return Flow management for weekly strategy implementation.
- CX - Managing communication, online chat, acquisition and retention, aftercare.
- CRO analysis and solutions to elevate customer journey.
- Interviewing and training intern on processes, brand ethos, current projects and personal development.
- Communication between multiple external stakeholders (Production, Wholesale and Warehouse).
- Manage 3PL cross border trading (special focus US and EU) – EU based.
- Marketplace and Sales Channel management (liaising with external teams) i.e., Amazon Luxury Stores, Lyst, Facebook, Instagram etc.
- Sample coordination for internal content creation and Press/PR requests.
- Support with integration management.
- Coordinating markdowns and seasonal sale discounts.
- CRM Strategy Proposal 2022/23.



● Company Manager & Production Vocalist

Belinda King Creative Productions | Dec 2015 - Apr 2020

~ Resident Vocalist for Seabourn Cruise Line, Holland America Line & Princess Cruises. ~ Managing cast rehearsal schedules, administration, visa requirements ~ Hosting Special Events and excursions for guests



● Event Coordinator

Orange Brands Management | Oct 2012 - Oct 2017

~ Sole responsibility for small events (12-30pax) for both restaurants and Private Dining Room. ~ Arranging site visits, menu choices, guest preferences and general customer experience. ~ Reservations and Customer Service Agent to both restaurants.

● Key Reservations Agent

Gordon Ramsay Holdings | Aug 2011 - Oct 2013

~ Working as part of the reservations team handling bookings, events, parties, social and special occasions, promotions for the 12 Gordon

Ramsay London restaurants. ~ Sole responsibility for Restaurant Gordon Ramsay's high-end clientele correspondence and VIP contacts for the entire company.

● **Reservations Agent**

MARCUS WAREING RESTAURANTS LIMITED | Dec 2010 - Aug 2011

~ Working as part of a small team of reservationists handling marketing, events, PR and the day-to-day running of the office for this two Michelin star restaurant. ~ Sole responsibility for the Chef's Table and VIP clients.

● **Office Manager**

Digitalis Media Ltd. | Jan 2010 - Jul 2010

~ Daily management of a highly dynamic, fast paced office. ~ Planning and operation of multiple sales and technical teams. ~ First point of contact for all HR and IT issues. ~ Copywriting, Social Media, SEO application Google Analytics and internet research.

● **PA to Managing Director**

JIMMIE MARTIN LIMITED | Nov 2008 - Nov 2010

~ Part of a small design team creating bespoke, contemporary furniture. ~ Upholstery, painting, varnishing, sewing, leafing, cleaning and polishing. ~ Assisting the Director with admin tasks; answering the telephone, typing letters, invoicing and client correspondence. ~ Arranging travel and accommodation for Director and company partners. ~ Using Photoshop to design and refine images for company website. ~ Company expenses. Introduced a practical filing system to archive important credentials. ~ Showcasing furniture, assisting with deliveries and general maintenance.

● **Reception Supervisor**

Soho House Ltd | Apr 2006 - Dec 2009

~ Managing FOH team of up to 8 staff, covering event entrances and restaurant hosts. ~ Reservations for all areas of each club and hotel ~ HR duties and staff management for all new FOH employees for training quality of service. ~ Briefing guests and new members with site visits regarding all house facilities and club ethos. ~ Registering members, answering membership queries, consolidating extensive guest lists. ~ Aiding private and major events, hosting two busy restaurants at Shoreditch House ~ Communication between numerous floors, complex table planning management. ~ Hotel Security, Housekeeping and Porter duties at High Road House. ~ Night auditing, cash handling and revenue reporting.