

Zoé Kompa

Digital marketing professional with international experience specializing in e-commerce

Paris, France

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Languages

English (Fluent)

German (Fluent)

French (Native)

Dutch (Basic)

About

Digital marketing professional with international experience specializing in e-commerce

BRANDS WORKED WITH

Bayard Inc.

idealo internet GmbH

PEPPER MEDIA HOLDING GMBH

Unique Heritage Media

Experience

● Digital Marketing and E-commerce Project Manager

Bayard Inc. | May 2022 - Nov 2023

International book publishing company May 2022 - Present Digital Marketing and E-commerce Project Manager

- Design and optimize 6 e-commerce platforms and their features on desktop, tablet, and mobile: web merchandising, functional roadmap, PIM, SEO, shopping path and UX design, and A/B testing.
- Design, develop and implement digital marketing budgets and projects to increase awareness of products, brands, and e-commerce websites.
- Analyze data and create reporting methods on content management and marketing campaign: automation, SEO, CRM, CMS, LMS, Google Studio, and Social Dashboard.

● Category Manager

idealo internet GmbH | Feb 2020 - May 2022

European e-commerce platform offering price and product comparison services to users February 2020 - Present Category Manager (Full-time)

- Design and implement the yearly marketing and SEO strategies for 32 beauty and wellness categories, which generated 22% in revenue in 2020 compared to 2019.
- Improve the product experience and information management by adding more than 5.000 new products to those categories' catalogs in 2020 and 3.500 products in 2021. It generated 5.000 Euro more than was planned.
- Organize weekly SEO audits which raised the traffic by 38% for these categories by adapting our content to the market trends and our user needs in 2020 compared to 2021.
- Design and implement sales strategies to increase the performance of the beauty and wellness products by advertising products, and building new partnerships with five brands to improve the quality of our content and our catalog. It generated + 22% clicks on makeup products in 2020, whereas the French market was decreasing by 53%

● Content Manager – SEO specialist (Part-time)

PEPPER MEDIA HOLDING GMBH | Nov 2018 - Jan 2020

Social media and e-commerce platforms on which users share deals, vouchers, and information November 2018 – January 2020 Content Manager – SEO specialist (Part-time)

- Managed and created multimedia content for Dealabs, the French commerce platform to increase the content quality and the visibility of the platform. 326 new texts, 562 new pictures, and videos grew its overall traffic by 24.48% in 2019 compared to 2018.
- Created and implemented yearly and monthly SEO and content strategy by conducting keyword and market research and competitor analyses which generated an increase of 16.16% in its revenue in 2019.
- Designed and implemented the yearly social media marketing strategy with branding awareness and engagement campaigns which increased by 34.78% the new users in 2019 compared to 2018



● Product Manager

Unique Heritage Media | Nov 2023 - Now

- Create and implemented the sales and e-commerce strategy for Quellehistoire.com and Pilipop.com to increase the online sales and visibility of those two brands. (+48% sales on Quelle Histoire and +13% on Pili Pop, on January, compared to 2023)
- Create, design and implement projects to updated site content and improve the user-experience on two e-commerce platforms and 4 apps- (UX/ A/B testing / PIM / Content management) (+5% traffic on Quellehistoire.com)
- Enhance product experience and design sales strategy to increase the performance on marketplaces like Amazon.(+16% sales and +24% revenue for Quelle Histoire amazon store on January)
- Generate creative concepts for web and digital marketing campaigns, collaborated with digital agencies on traffic acquisition mechanisms (SEA/SMA, SEO, RTB), and analyzed e-commerce metrics to adjust their performances. (January operation on Quelle Histoire generated 14K€ and Pili Pop 7K€)

Education & Training

2017 - 2019 ● **Furtwangen University**

Master's degree,

2016 ● **Université de Lorraine**

Bachelor's degree in Foreign Language Applied to Business,,