



James Barber

Experienced eCommerce
Leader

📍 Horsham, UK

🕒 James is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Free-lance Assignments, Hourly Consulting

Skills

Digital Marketing (Advanced)

Conversion Optimization (Advanced)

Landing Page Optimization (Advanced)

Digital Strategy (Advanced)

E-commerce (Advanced)

E-commerce Optimization (Advanced)

E-commerce SEO (Advanced)

Organic Search (Advanced)

Google Analytics (Advanced)

WooCommerce (Advanced)

Magento (Advanced)

Klaviyo (Intermediate)

Affiliate Marketing (Intermediate)

Google Website Optimizer (Intermediate)

Keyword Research (Intermediate)

About

Over 15 years of experience in eCommerce and digital in a variety of industries, with recent roles at senior leadership level. Deep knowledge of eCommerce, online marketing and building teams. Strong leadership and management expertise with experience of building teams of 50+.

Interested in the start-up scene and currently looking for a new opportunity.

BRANDS WORKED WITH

Blacks Leisure Group

Buyagift

Comet

Dyson

FodaBox

TAC Europe

Vashi

Voga.com

Wild River Comics

Zendbox | eCommerce Fulfilment Specialist

Experience

● Director of Ecommerce

Wild River Comics | Nov 2022 - Now

Wild River Comics is a new comic book publisher. I am responsible for developing and implementing our eCommerce and growth strategy.

● Chief Operating Officer

Zendbox | eCommerce Fulfilment Specialist | Feb 2022 - Oct 2022

Zendbox is a fast growing 3PL, providing advance pick, pack, and shipping services to eCommerce brands. As COO I led the management team to develop our business growth strategy, implementing OKRs to help support the growth plans. I led a turnaround of our operational performance, to ensure strict SLAs were met at all times.



● Chief Operating Officer (COO)

FodaBox | Nov 2015 - Feb 2022

FodaBox is a complete solution for the independent food & drink sector, offering specialist logistics services which in turn facilitate our own direct-to-consumer and direct-to-trade digital distribution platforms. The model totally reinvents the supply chain, creating better margins for producers, significantly reduces food waste, and has a friendlier impact on the environment. My role as COO focused heavily on our eCommerce activities, whilst I worked with the CEO and leadership team to build and deliver our strategy for business growth.

● Head of E-Commerce

Voga.com | Sep 2013 - Jul 2015

Management of all e-commerce and marketing activities for Ennovators. Brands include VOGA.com and DreamZebra. Recruited and lead a team of 30+ to optimise all marketing channels, design, conversion optimisation and all e-commerce activities. Grew VOGA.com to become the largest replica furniture company in the world.

● E-Commerce Manager

Vashi | Oct 2011 - Sep 2013

Managed all E-Commerce activities, including sales from our website and on Amazon. Managed a complete redesign and redevelopment of the website using responsive design, the new site won a couple of best website awards from ECMOD and the Ecommerce Awards for Excellence. Increased sales by over 100% year on year.

● Global E-Commerce Manager

Dyson | Jul 2011 - Oct 2011



Languages

English (Native)



Managed financial planning and forecasts for global ecommerce activities.

- **Website Manager**

Buyagift | Jan 2010 - Jul 2011

Ownership of the Buyagift website, improving UX with a focus on improving conversion rates and AOV. Led senior management through a project to completely redesign the Buyagift site. Managed design team and marketing assistant.

- **Online Category Manager**

Blacks Leisure Group | Oct 2008 - Jan 2010

Managed footwear and accessories category. Turned category around to achieve sales growth of + 140% year on year. Launched clearance store on ebay and stand alone clearance website.



- **Assistant Commercial Manager**

Comet | Sep 2006 - Oct 2008

Part of the team that launched Comet's white label D2C website Laskys.com. Achieved sales of over £20m in the first year.

- **Marketing Assistant**

TAC Europe | Aug 2004 - Aug 2005