



Verena Gierend

Omnichannel | ecommerce | CRM

📍 Munich, Germany

✅ Verena is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments,
Permanent Positions

Skills

CRM Program Management (Advanced)

E-commerce Consulting (Advanced)

E-commerce Optimization (Advanced)

Budget Control (Advanced)

Salesforce.com (Advanced)

Data Management (Advanced)

Python (Programming Language) (Inter...)

Microsoft 365 (Advanced)

Luxury Brand Marketing (Advanced)

Fashion Management (Advanced)

Digital Transformation (Advanced)

Digital Trends (Advanced)

Customer Experience (Advanced)

customer experience strategy (Advanced)

omnichannel transformation (Advanced)

Retail Operations (Advanced)

About

Passionate about omnichannel transformation, retail innovations & customer experience strategies in the luxury industry.

BRANDS WORKED WITH

Bulgari

Givenchy

PradaGroup

Experience



● CRM Omnichannel Manager Prada & Miu Miu

PradaGroup | May 2022 - Now

Responsible for CRM Prada & Miu Miu Central Europe, 4 countries 21 stores



● Omnichannel & Retail Operations Manager

Bulgari | Apr 2021 - Apr 2022

Omnichannel transformation: responsible for ecommerce Germany (p&l + budget), CRM and Retail Operations. 5 countries, 13 boutiques



● Omnichannel Specialist

Bulgari | Mar 2019 - Apr 2021

Built up Omnichannel strategy for the brand in Northern Europe



● Global Customer Experience Assistant

Givenchy | Aug 2018 - Jan 2019

online shop management (Advanced)

loyalty strategies (Advanced)

Languages

English (Fluent)

German (Native)

French (Work Proficiency)

Italian (Work Proficiency)