



Ankita Singh

Ecommerce Manager - Europe
at Samsung Electronics

📍 London, UK

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Languages

Hindi (Native)

English (Native)

About

As an E-commerce Manager at Samsung Electronics, I am responsible for leading the Europe D2C strategy and execution for digital products and customer journey, A/B tests with product and agency to uplift conversion rate optimisation. With over 15 years of experience in the retail industry, I have a proven track record of delivering results across various channels, markets, and categories.

Digital Products Enhancements include creating digital maturity frameworks for:

- Online Sell out platforms - Trade In, EIP (Financing) and Payments
- Cart components and features
- Buy Page components and features
- Shop App
- Chat

- Assisted selling toolMy core competencies include enhancements and launch of new digital products on the websites, digital marketing and analytics, data insights, CX, UX, CRO, trend and business revenue forecasting. I leverage these skills to create and optimize online campaigns, product roadmaps, platforms, and content that enhance customer engagement, retention, and loyalty. I also collaborate with cross-functional teams and external partners to ensure alignment and integration of the e-commerce vision and goals with the overall business objectives and priorities.

BRANDS WORKED WITH

Beyond Retro

BHS

Eileen Fisher, Inc.

Fortnum & Mason

House of Anita Dongre Limited

Landmark Group

Monsoon Accessorize

Mulberry England

Reid & Taylor India Limited

Reliance Retail

Samsung Electronics

The Body Shop

Experience



● Ecommerce Manager - EMEA Head Franchise -Full Time

The Body Shop | Sep 2019 - Now



● E-commerce Trading Manager-UK & International-FTC

Monsoon Accessorize | Aug 2019 - Aug 2019



● Ecommerce Trading Manager-UK- FTC

Monsoon Accessorize | Apr 2019 - Aug 2019



● Ecommerce Production & Studio Manager-UK and Western Europe FTC

Beyond Retro | Oct 2018 - Mar 2019

Manager- E-commerce Assortment planning, Studio and production

● Social Media Manager- FTC

Eileen Fisher, Inc. | Apr 2018 - Sep 2018



● E-Commerce Buying and Merchandising - Clothing and Home division at BHS.com

BHS | Oct 2017 - Mar 2018



● E-Commerce Buying and Merchandising - Internship- Clothing and Home division at BHS.com

BHS | Apr 2017 - Sep 2017



- **Head office University Internship-Buying and Merchandising**

Fortnum & Mason | Jan 2017 - Mar 2017

- **Sales Consultant- Christmas Temp**

Mulberry England | Dec 2016 - Jan 2017

Seasonal placement- Christmas Temp



- **Assistant Buyer-Splash Youth - Womenswear**

Landmark Group | Jun 2015 - Aug 2016



- **Senior Manager: Buying Pan India | Women's wear**

Reliance Retail | Mar 2010 - Sep 2014



- **Womenswear Designer**

Reliance Retail | Feb 2007 - Sep 2010



- **Designer for Belmonte Menswear**

Reid & Taylor India Limited | Jul 2006 - Feb 2007

- **Womenswear Designer**

House of Anita Dongre Limited | Jul 2005 - Jun 2006



- **E-commerce Manager - Europe**

Samsung Electronics | Dec 2022 - Now