



Rudy Farr-Leander

Head of Ecommerce & Digital Marketing

📍 London, UK

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Languages

English (Fluent)

About

Highly accomplished Head of Ecommerce and Digital Marketing, specialising in fashion and luxury goods DTC. Over 15 years' experience in digital leadership and strategy, developing established and emerging brands to fast, global online presence, conversion and sales growth. Including 8 years at Aspinal of London and more recently at Myla. A complete knowledge and expertise in ecommerce development and operations, all digital marketing channels and analytics with extensive experience of best performance ROAS funnel strategies in paid search and all social platforms and abreast of AI digital trends and applications into all workflows. A notable background in traditional marketing with outstanding skills in graphic and UX design, print and other creative collateral.

Specialities – Global Ecommerce Development, Shopify Plus Expert, Digital Marketing and Advertising Strategy, UX Design.

Skills – SEO, Paid Search & Social, Email, Affiliate & Marketplace Platforms, CRM, Google Suite (GA4, GSC GTM), Budget Management, P&L Reporting, 3PL, ERP, Adobe Creative Suite.

BRANDS WORKED WITH

- Myla London
- Aspinal of London
- Gilda & Pearl
- Heretic Nine
- Mimi Holliday
- OSPREY LONDON
- Sarah Haran
- OKA
- oki-ni
- Bose Collins
- Emporio Armani
- Paul Smith

Experience



● Head of Ecommerce & Digital Marketing

Myla London | Jun 2019 - Jul 2023

- Directed all ecommerce operations and digital marketing teams, managing departments OPEX budgets.
- Designed new bespoke Shopify site theme and managed external development of all unique UX functionality.
- Expanded website's global reach by implementing Shopify Markets with synchronised translated sites on subdomains, each featuring geo-located local currencies and checkout.
- Applied affective SEO content and sourced back links with high authority publications and blogs, developing online presence and achieving page one rankings on top keywords, significantly increasing global organic traffic.
- Set-up and managed affective paid search, paid social and affiliate campaigns; constantly reviewing data and refining budgets and strategy performance to always ensure a successful ROAS.
- Launched Myla onto leading marketplaces, managing product feeds and sales through connected Netsuite ERP system.
- Supervised all website creative content and marketing schedule, directing digital design for homepages, blogs, emails and seasonal offers, studying interactions for strategy insight, audience segmenting, personalised targeting and CRM.
- Managed social media team and schedule, instructing on best creatives, messaging, viral competitions and launched a leading brand ambassador platform procuring popular influencer collaborations.
- Analysed website and all channels' data, reporting on sales, P&L, CAC, ROI and forecasts for weekly board meetings.
- Achieved significant global traffic, new customer and conversion increases, resulting in YOY sales growth.

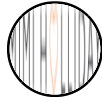
● Non Executive Director

Heretic Nine | Nov 2021 - Feb 2023

Streetwear Brand - hereticnine.com

- Appointed as a consulting director to advise on all ecommerce operational best practises, website UX and functionality.

- Reviewed all digital marketing, advising on best SEO and paid search campaign funnel strategies to maximise ROAS.
- Assisted in relations and instructed team on preparation for launch onto leading marketplaces and affiliate platforms.
- Analysed all online performance data, budgets, ROAS and P&L reporting for insight and strategy for CEO and management meetings.



● Head of Ecommerce & Marketing

Mimi Holliday | Mar 2016 - Apr 2019

- Undertook all similar duties to Myla role above, managing all ecommerce operations and marketing channels including a site redesign and launch onto Shopify. Achieved significant customer database, social followers and YOY sales growth.
- Produced and edited business plan, pitch deck and video presentation for new VC investment round.

● Ecommerce Development Consultant

| Aug 2013 - Mar 2016

Clients Include - Joseph, Osprey, OKA, Sarah Haran, Paulie

- Appointed as consultant for various established fashion and luxury brands, SME's and start-ups. Working in all areas of ecommerce; from website design and build and content creative to implementing new marketing channels and refining strategies in paid search and social campaigns, enhancing SEO content and analytics data review and P&L reporting.
- Co-founded a unique shopping and social fashtech multi-brand affiliate publisher, Thatsoyou.com. Designed UX of site and managed third party development of all components, Including utilisation of instant messaging and group video streaming technologies. Sourced and developed merchant relations, onboarding many leading fashion brands, connecting product feeds through the Awin platform.



● Head of Ecommerce & Digital Marketing

Aspinal of London | Sep 2008 - Aug 2013

- Lead the ecommerce and marketing teams, managing all ecommerce operations and digital marketing channels.
- Developed and managed multichannel marketing plan and schedule including E-mail, social media, affiliate platform & CRM.
- Designed front end UX of earlier Aspinal websites and managed development agency of all functionalities.
- Consistently refined SEO content and sourced relevant back links and luxury collaboration opportunities.
- Managed and worked closely with external PPC agency, assisting in enhancing ROI with performing analytical data.
- Designed email creative and managed database, consistently analysing performing campaigns studying interactions for audience segmentation for personalised targeted email and CRM.
- Organised and managed improved photography and schedule, supervising styling for all online product imagery.
- Supervised press and advertising, constantly seeking and acquiring marketing collaborations with fashion publications.
- Reported to CEO on analytics, sales performance and P&L for weekly manager meetings.
- Achieved significant conversion rate increase and YOY online sales growth and brand awareness.
- Played an integral role in Aspinal's success, contributing to online turnover growth of £1m in 2005 to £8m in 2012.



● Digital Design & Marketing Manager

Aspinal of London | Mar 2005 - Sep 2008

- Managed Aspinal creative department, supervising a team of graphic designers and external front-end developers.
- Supervised all creative content, designing and directing creative, managing photography and post-production.
- Managed all online Imagery, pack shot photography and creative for printed marketing materials within budgets.
- Styled and managed all product photography ensuring creative standards was delivered within budgets.
- Managed campaign shoots; booking models, stylists, locations and all

logistics and post-production.

- Cut out, retouched and colour balanced online product imagery.
- Designed creative for emails, homepages and digital banner ads.
- Designed and managed mail-order catalogues and marketing materials, managing print quality and budgets.
- Responsible for all printed advertising for press, liaising with publications such as Vogue and Harper's Bazaar.
- Designed and organised logistics of artwork for Aspinall stores' signage, posters and POS, liaising with the VM department ensuring consistent visual identity across all stores.

● **Graphic Designer / Online Content Manager**

oki-ni | Nov 2003 - Mar 2005

Mens Fashion Brand - oki-ni.com

- Designed website homepage layouts, email campaigns, blog and banner creatives.
- Managed all website creative content, photography and image database.
- Designed and managed all direct marketing materials, managing print quality and budgets.-
- Produced brand adverts for print, liaising with fashion publications art departments for specific specifications.
- Worked closely with design team designing clothing and t-shirt graphics, for prints and embroideries.
- Assisted production team with specification flat sketches for factory manufacture instructions.



● **Graphic Designer / Creative Artworker**

Bose Collins - | Mar 2002 - Nov 2003

Creative Agency - bosecollins.com

- Designed illustrations and creative artwork for agency's various projects.
- Designed and developed agency's look books and portfolios.
- Retouched and managed all post-production of photography.
- Supervised print process, ensuring high quality and agency values were consistent.
- Assisted in photography shoots, styling and managing all image files and database.
- Managed agency website imagery and content.

● **Suiting Supervisor / Sales Consultant**

Emporio Armani Men's | Apr 2001 - Mar 2002



● **Sales Associate**

Paul Smith | Feb 2000 - Apr 2001

● **Ecommerce & Digital Marketing Consultant**

| Jul 2023 - Now

Clients Include – Gilda & Pearl, Fanfare, Jag London

Education & Training

1996 - 1999

● **London Guildhall**

Bachelor of Arts,

1990 - 1995

● **Harrow School**

3 A Levels,