



# Tsvetelina Samohodova

E-commerce Consultant

London, UK

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## Languages

- English (Fluent)
- Bulgarian (Native)
- Russian (Basic)

## About

I am an experienced e-commerce professional seeking a full-time position in the field of website optimisation, content management and digital marketing where I can apply my knowledge and skills.

### BRANDS WORKED WITH



## Experience

### E-COMMERCE MANAGER

Wool and the Gang | Apr 2022 - Now

Part of the WATG leadership team, inputting into the wider executive team across all areas of the brand's strategy, role model collaborative and leadership behaviour and set a strong example on project delivery Devising and executing robust online trading plans, to ensure the plan hits revenue targets within agreed discounting budgets Owning the CRM strategy that delivers list, traffic and revenue growth through fully optimised broadcast and lifecycle campaigns Owning the web development strategy and roadmap. Delivering this strategy through an effective sprint process and continuous iteration and optimisation. Leading the execution of digital marketing to maximise customer and revenue growth through optimisation of existing channels and the development of new ones Own the optimisation of all onsite KPI's, including optimising CVR, lowering bounce and exit rates and site speed Own the process of analysing and adapting WTATG's strategy by market to fully potentialise growth in priority markets Managing a team of 4



### EDITORIAL INTERN

Rainbowwave | Mar 2016



### EDITORIAL INTERN

SheerLuxe | Feb 2016



### FASHION PR INTERN

Harper's Bazaar | Oct 2015



Karla Otto | Feb 2015



### E-COMMERCE MANAGER

Miista | Oct 2021 - Apr 2022

Own the day to day trading of the UK, US and EU websites, including making reactive decisions to meet sales targets Ensuring the customer journey is seamless across all channels Site optimisation, including navigation, filters, search on-site, PLPs and PDPs Producing weekly and quarterly reporting, setting and tracking KPIs Visual merchandising across the site for all markets, taking into account inventory, newness, bestsellers, campaign activity and customer shopping habits Leading digital strategy and campaign delivery Reviewing attribution and categorisation of products regularly Content management, including updates to landing pages and homepage refreshes Involved in paid social strategy and management Troubleshooting on-site, implementing new tools and systems and working with an external development agency on site improvements and new requirements Responsible for SEO Line management of e-commerce assistants Planning and coordination of new product launches and campaigns Own and deliver a robust CRM and retention strategy

- **E-COMMERCE CONSULTANT (CONTRACT)**

| Jun 2021 - Sep 2021

Advising on brand and digital strategy Site optimisation, including PLPs, PDPs, navigation, on-site search Responsible for trade reporting and KPI tracking Analysis of customer behaviour, followed by informed actions in order to improve website experience Visual merchandising across the site Ensuring attribution and categorisation of products is correct, constantly monitoring improvement Content management, including landing pages and homepage updates Thorough review of the site and troubleshooting of any issues Devised a SEO strategy Involved in the social media and content strategy and paid ads Communication and coordination with the development agency regarding site improvements and new functionality



- **CONTENT SPECIALIST**

ASOS | Apr 2019 - Sep 2021



- **ESTABLISHED DIGITAL COMMERCE ASSISTANT**

ASOS | Mar 2018 - Apr 2019

DIGITAL COMMERCE ASSISTANT



- ASOS | Mar 2017 - Mar 2018

Visually merchandising and optimising category, search and edit pages, using logical ranking rules across all channels/devices and international websites In-depth weekly analysis of site performance and customer behaviour in order to maximise trade KPIs and create a seamless shopping experience Attending trade meetings and sharing insights on site performance Research into consumer trends and shopping habits in the relevant markets Product selection for various edits Categorisation and attribution of products Working on the online strategy to identify opportunities for the financial year and contributing to retrospective post-event reporting and presentations Providing ideas for bespoke content and planning the event calendar

- **E-COMMERCE AND ONLINE SALES ASSISTANT**

Missoma | Sep 2016 - Mar 2017

Monitoring site standards and updating website information through a CMS Uploading product images, visually merchandising pages, optimising product sales and cross-selling opportunities Content management for different touch points across the website



- **FASHION INTERN**

Glamour | Jul 2015 - Sep 2015



- **ALLOCATOR (PART OF UNIVERSITY PLACEMENT YEAR)**

Debenhams | Jan 2013 - Dec 2013

Maximising sales and optimising stock levels by efficiently allocating stock to stores Analysing daily and weekly reports and taking appropriate actions Working closely with merchandisers, buyers, stores and warehouses Supporting the merchandiser in forecasting, range planning and budgeting

## Education & Training

2015 - 2015 ● **Central Saint Martins, University of The Arts London**  
Course, Fashion Journalism

2011 - 2015 ● **University of Westminster**  
Undergraduate Degree, BA (honours), Fashion Merchandise Management

