



Daria Rychagova

E-Commerce Manager

📍 Moscow, Russia

✅ Daria's availability **should be discussed**

[View profile on Dweet](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Permanent Positions

Skills

Communication (Advanced)

Analitical (Advanced)

Commercial (Advanced)

E-commerce (Advanced)

Digital Marketing (Advanced)

Newsletters (Intermediate)

Social Media (Intermediate)

Strategic Marketing (Intermediate)

Fulfillment Management (Advanced)

Customer Service (Intermediate)

Languages

English (Fluent)

French (Basic)

Russian (Native)

About

I can call myself an experienced e-commerce manager. I've been working a little bit in all e-commerce positions and quite familiar with most of the e-commerce related fields: fulfillment, delivery, marketing, CRM, merchandising. An online shopper with over 10 years experience, always eager to learn something new.

BRANDS WORKED WITH

Benetton Group

FOREO

H&M

Lacoste Russia

Experience



● Head of E-commerce

Benetton Group | Oct 2021 - Now



● E-commerce project manager

FOREO | Apr 2019 - Jun 2019

- Coordination of the work with online partners;
- Negotiating, managing price alignments throughout the e-markets;
- Channel Marketing: defining and executing a yearly marketing plan for online sales;
- Sales forecasting, monitoring sales results and reporting;
- Cross-functional collaboration with marketing, sales, logistics, and finance teams;
- Coordinating and executing new eTailers and marketplaces launches;
- Content management: analyzing eTailers websites and creating recommendations plans for improvement and execution



● E-commerce project manager

H&M | Mar 2016 - Aug 2020

- E-commerce generalist H&M - Monki (online store of women's apparel)
- Setting the best commercial plan pre-season and in season based on customer behavior, sales results, commercial belief, and previous learnings
 - Driving profitable net sales by analyzing sales figures, taking and executing actions according to the opportunities, threats, and priorities identified CV
 - Managing the stock levels of the concepts by giving input on the buying and ensuring stock freshness
 - Strong collaboration with the Retail team in order to create the best omnichannel experience
 - Collaboration with a digital marketing agency: planning, setting, and analyzing campaign
 - Launch of the online store DATE POSITION EMPLOYER RESPONSIBILITIES 03.2016 - 08.2020 E-commerce project manager Furla (online store of accessories)
 - Launch of the online store
 - Coordination of all aspects related to the online store and daily oversight of the e-commerce platform
 - Budget planning and control of operational expenses
 - The planning of strategy of the e-com development & short-term operations
 - Set up campaigns, rules, customer service procedures, and guidelines
 - Participation in assortment and price strategy development
 - Creation & launch omnichannel approach
 - Site merchandising and store management: catalog management, offers and promotions management, implementation of the new categories and new initiatives front/back-end
 - Coordination of the work with external suppliers/ vendors
 - Long-term digital strategy creation
 - Short-term digital activities: newsletter (plan, creation, launch), social media support
 - Launch & support CRM project DATE POSITION EMPLOYER RESPONSIBILITIES DATE POSITION EMPLOYER RESPONSIBILITIES

● E-commerce specialist

Lacoste Russia | Apr 2014 - Mar 2016

- Online store management (assortment and products availability control, onsite content management)
- Customer Service support (monitoring requests, providing answers, working with claims)
- Monitoring external agencies key KPIs: sales, traffic, conversion
- Preparing & uploading content for the website (banners, texts, product photos, and descriptions)
- Web-site merchandising (products sorting)
- Preparation of the marketing materials (newsletters, social media creatives)
- Follow-ups & reporting to senior managers on the effectiveness of the campaigns & activities
- Website analysis