



Sophie Marx

Head of eCommerce

📍 London, UK

✓ Sophie is **Available to work**

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Links

 [LinkedIn](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments,
Hourly Consulting, Permanent Positions

Skills

Catalog Merchandising (Advanced)

Website Merchandising (Advanced)

Digital Business (Advanced)

Commercial Marketing (Advanced)

Email Management (Intermediate)

Shopify Plus (Advanced)

Problem Solving (Advanced)

Innovation Management (Advanced)

Team Collaboration (Advanced)

Salesforce Marketing Cloud (Intermediate)

Jira (Advanced)

Algolia (Intermediate)

Microsoft 365 (Advanced)

Google Analytics (Intermediate)

NetSuite (Intermediate)

About

BRANDS WORKED WITH

Alviero Martini

Angels Fancy Dress

ASOS

Avenue 32.com.

Dundas World

Ermenegildo Zegna N.V.

Girl Meets Dress

New Look

oasisfashion

PANGAIA

QVC

Selfridges

Experience

● Head of Ecommerce

Dundas World | Jan 2023 - Mar 2023



● Ecommerce Manager

PANGAIA | Sep 2020 - Dec 2022

I joined PANGAIA as Ecommerce Executive and was promoted to Manager a year later. The company started with 5 people in 2019 and it now employs over 170.

Key achievements:

- 2020 surpassed all targets and netted \$80m, vs \$500k in 2019
- Presented to investors, securing round one investment
- Launched pre-orders, planning HP, assets, emails including post-purchase communications
- July 2020 Pre-Order created 100 styles, driving \$3m sales over 2 days, taking \$1m in the first 20 minutes
- Launched EU website in March 2022
- I was a key stakeholder in the project managing and actioning of the website's full redesign which launched September 2022
- I am flexible and dynamic in a rapidly changing and evolving environment. I moved from a start-up 'doing' role into a planned, project focused one where I worked with every department in the business. I am the person who sees a task from end-to-end and can implement it, fulfilling extreme (and sometimes impossible) deadlines.
- I won the first Problem Solving & Innovation Award in my final week with the company for my work on integrating Netsuite and Shopify stock

Ecommerce Manager

- In 2021 launched 70+ collections on the site, worked with designer on HP, creative assets, overseeing VM, and post-launch reporting
- Twice-weekly site-walks, reviewing previous actions and monitoring the results – all data-driven
- Worked with Marketing and leading on Channel Planning meetings, identifying risks
- Led Production/Delivery, Ecom/Merchandising meetings highlighting opportunities to drive conversion
- Actioned first company 'archive' sale, introducing password to page for customer data capture
- Presented 'Product Launch Manual' to Senior Managers to flag holes in product processes, all reviewed and resulted in change in work flow for Ecom Team
- Put in place a new process to enable better stock monitoring and management, maximising ST of legacy styles and SKUs. Creation involved working cross-functionally with Logistics, Ops & Production
- Implemented showing male/female function imagery across site based on customer journey
- Wrote business cases for ClearPay and FitAnalytics
- Effectively managed Coordinator and expanded their skills, leading to promotion
- Redesigned size guides and part of PDP redesign team to optimise site, customer journey – to be released in May

Paid Media Strategy (Intermediate)

Search (Intermediate)

Integrated Supply Chain Management (Intermediate)

Product Launch (Advanced)

Product Launch Planning (Advanced)

User Experience (UX) (Advanced)

Customer Service (Intermediate)

Marketing Communications (Intermediate)

Online Sales (Advanced)

Languages

English (Fluent)

Italian (Work Proficiency)



● Ecommerce Executive

PANGAIA | Sep 2019 - Sep 2020

- Responsible for CRM, weekly emails, customer services, trade reports identifying wins and risks/actions, order management – creating tagging system for customers, new product launches, creating blogs and editorials, managing on-site assets, sample management for the studio, co-ordinating moving warehouses x2.
- Additional responsibilities: Chosen as Digital Champion for our online work hub (Hive), which I also named.



● Digital International Trading & Marketing Coordinator

oasisfashion | Mar 2019 - Aug 2019

- Responsible for 9 sites
- Maximized marketing emails in line with International calendar and identified holiday/festival opportunities
- Planned with content team – identifying 'easy win' emails across International, looking at LY performance. Kept copy, design and marketing teams up to date with plan and changes
- Demand increase/cost reductions: Created incentive offer, taking an additional £2k in first weeks of launch plus 1300 new email addresses, based on £10 off £60 spend. Led design and development to create, copy sign-off and added footer and pop-up sites-wide
- Identified £5k savings by switching to ReBOUND returns
- Monthly savings of £4k by switching off Dutch translations
- Updated International dispatch notes to have 1 note instead of 9 separate ones. Worked with IT and CEVA to implement within 6 months
- Project managing: Implementing ReBOUND International returns. Included: updating returns policy and Ts & Cs, order testing, IT and Dev integration, new cheaper returns note, minimal set-up costs, project timeline management



● Online Trade Assistant

oasisfashion | May 2016 - Mar 2019

Online Trade Assistant & Ecommerce Admin Assistant

- Ran daily sales, produced 20+ page Monday Trade pack and suggested site improvements, managed stock builds for own site and Hosts
- Go-live process streamlined to get new product online. WSSI management and option tracker owner
- Proposed product for emails based on availability
- Maintained relationship with John Lewis, House of Fraser and Debenhams. Worked with IT on Host data project to automate all data sent. Data was mapped and sent in their smart sheet template after final checks



● Assistant Buyer Temp., 915 Generation

New Look | Jan 2016 - Mar 2016



● Assistant Buyer Temp., Diamonique Jewellery, Gold & Watches

QVC | Aug 2015 - Oct 2015



● Buyer's Administrator FTC

ASOS | Mar 2015 - Aug 2015



- **Buyer's Assistant Stand-In, Women's Contemporary**
Selfridges | Jan 2015 - Feb 2015



- **Buying Administrator, Women's Streetwear**
Selfridges | Dec 2014 - Jan 2015



- **Internship in Buying and Merchandising**
Angels Fancy Dress | Oct 2014 - Dec 2014

- **Internship in Buying and Merchandising**
Avenue 32.com. | Jan 2014 - Aug 2014



- **Internship in Buying and Merchandising**
Girl Meets Dress | Sep 2013 - Dec 2013

- **PR Intern**
Alviero Martini | Mar 2012 - Jul 2012



- **PR Intern**
Ermenegildo Zegna N.V. | Sep 2011 - Feb 2012

Education & Training

2013

- **Fashion Retail Academy**
Intensive Course, Buying and Merchandising course

2009 - 2013

- **University of Edinburgh**
MA, English Literature and Italian

2001 - 2008

- **Francis Holland School Regent's Park**
3 'A' Levels, English: A, Philosophy and Ethics: A, Italian: B. 10 GCSEs 5 grade A, 5 Grade B,