



Amaury Lahaye

E-commerce & Growth Specialist

📍 Paris, France

✔ Amaury's availability **should be discussed**

[Portfolio link](#)

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Links

[🌐 Website](#) [🌐 LinkedIn](#)

[📷 Instagram](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Permanent Positions

Skills



Business Development (Advanced)

Marketing (Advanced)

E-commerce (Advanced)

Marketplace (Advanced)

Branding (Advanced)

Sales Strategy (Advanced)

Languages

French (Native)

English (Fluent)

Spanish (Basic)

About

I'm a Fashion enthusiast focused on Digital, Sales, Marketing, E-commerce, and Retail.

Experiences in fast-paced environments gave me a creative approach on topics. Today, I'm helping brands and retailers grow their online presence.

8+ years experience in steering Consumer-Brand Interactions.

BRANDS WORKED WITH

Choose

LA&

Selectionnist

Webedia

Zalando

Experience



● Senior Sales Manager France

Zalando | Jun 2021 - Now

Zalando is Europe's leading online platform for fashion and lifestyle.

I joined Zalando to support premium brands and retailers connect with our platform.

- Build a strong brand presence within the market
- Develop long term relationships with strategic partners
- Create new opportunities to drive business growth.

● E-commerce & Growth Specialist

LA& | Jun 2020 - Now

Providing consulting services to a range of clients, including fashion labels, E-Commerce platforms, agencies:

- E-Commerce strategy
- Marketplace development
- Brand and influencer partnerships
- Campaign planning and management
- Trend sourcing
- Brand identity
- Content creation

<https://amaurylahaye.com>

● Business Development Manager (Partner)

Choose | Jul 2017 - Jun 2020

Choose is a marketplace for the world's greatest labels and emerging designer brands.

I built the Sales & Marketing departments dedicated to find the most promising lifestyle consumer brands.

Key responsibilities:

- Drive growth for the brand partnerships team by setting KPIs & incentives.
- Ensure the balance of both revenue and user growth.
- Set a CRM solution to align sales & marketing teams.

Key achievements:

- Manage & train a team of 5+ people using OKR.
- Grow revenue from 0 to €1M in 12 months.
- Partner with more than 500 international brands.
- Build a strong brand identity within the market.

● Sales & Marketing Director

Selectionnist | Nov 2014 - Sep 2017

Selectionnist aims to turn the digital revolution into an opportunity for the media industry by building the bridge between publishers and retailers.

I joined Selectionnist to monetize the editorial curation of magazine and help make connections to large brands.

Key responsibilities:

- Define the go-to-market strategy from the ground up.
- Build and secure partnerships with brands, magazines and agencies.
- Leverage data & insights to identify and activate growth opportunities.

Key achievements:

- Partner with Top 30 French magazines.
- Close 50+ deals in the first year.
- Maintain clients retention by closing renewals.
- x3 increase in incoming leads.



● Media Strategist

Webedia | Jun 2012 - Oct 2014

Webedia is a global media and technology company, specialized in the Entertainment industry.

I joined the advertising department to work on creating and managing new partnerships with major brands, media agencies and more.

Key responsibilities:

- Build, manage, and grow strategic partnerships with media agencies.
- Partner with development teams to shape future advertising products.
- Identify opportunities which can be used to increase overall revenue.

Key achievements:

- Exceed sales objectives every year (sales revenue: €3m+ sales/year).
- Lead of proposals: 65% conversion rate.
- Profitability management: 100 contracts/year (net margin > 60%).
- Collaborate with Sales Director to define the sales pitch.

Education & Training

2011 - 2013

● IAE Dijon Graduate School of Management

Master's Degree, Marketing Management