



Sofie Moulin

Ecommerce & Digital Specialist

London, UK

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Languages

English (Fluent)

French (Native)

About

Versatile digital professional with extensive experience in full-cycle e-commerce development across various platforms, including design, implementation, management, and maintenance. Specialist in evaluating e-commerce program requirements, coordinating activities, and monitoring both work quality and value. Accomplished in digital strategy including marketing, email, social media, and content strategies as well as web development, system integration, customer service, and operation management.

Specialties include e-commerce, digital marketing, SEO, PPC, social media, email marketing, project management, analytics, digital transformation, operation management, web design, site launch, and site migration, system integration (CRM, ERP, RMS, WMS)

BRANDS WORKED WITH

- ALEXACHUNG
- Amanda Wakeley
- Austin Reed Group
- Dundas Worldwide
- Medicspot
- Mr. Hare
- NUVA
- Omorovicza Cosmetics
- PowerVote
- The Conran Shop
- The Dune Group
- The School of Life
- Various Organistations

Experience



● Head of Digital

The School of Life | Jul 2022 - Jan 2024

Appointed to lead the digital operations at The School of Life, optimising the online shop, and growing the App & articles subscription's user base, to increase profits.

- Improved the new website to reach our profit target for the online shop in 2022/2023.
- Audited the online shop's infrastructure and shifted it to an affiliate model to increase profits.
- Increased the number of active app subscribers by 250% (from 4k to 14k) in 12 months, reaching our profit target.
- Coordinated closely with wholesale, B2B, therapeutic services teams, and international partners to boost product engagement and user conversion.
- Managed a team of e-commerce, web, and app product managers, as well as a customer service agent, and coordinated with external agencies and freelancers.



● Business Lead

NUVA | Jun 2021 - Jun 2022

Appointed to lead the development and the launch of a new women's health brand called Nuva conducting concept, market research, go-to-market strategy, branding, product development, and launch to validate a product market fit.

- Delivered the MVP (Minimum Viable Product) in 8 months by leading the end-to-end product development process, including market research, business plan, scoping, prototyping, testing, execution, and product launch.
- Managed all digital content and delivered the digital marketing strategy by deploying effective paid search, SEO, and social media tactics, and by executing aligned adjustments on the product, resulting in 30% assessment conversion and 6% sales conversion within the first month.
- Led a multi-task team of product managers, clinicians, engineers and marketing executives.



● Head Of Ecommerce

Medicspot | Jun 2021 - Jun 2022

- Worked with the product and clinical teams to define and expand our service offering.
- Business planning and resourcing.
- Budget and reporting for the CFO and the rest of the senior management.

● Senior Manager Ecommerce

Dundas Worldwide | Dec 2020 - May 2021

- Appointed to define the new e-commerce strategy for the brand and provide daily maintenance for the website.
- Budget management and P&L responsibility.
 - Delivered the re-platforming of the website in Shopify Plus, upgraded to three currencies.
 - Defined the OTB (Order to Buy) and sales targets for Spring/Summer and Autumn/Winter 2021 collections.
 - Increased online revenue year-on-year +200% for Q1 2020 vs. 2021.



● Head Of Digital

Amanda Wakeley | May 2018 - Nov 2020

- Appointed to drive sales growth and strengthen the AW brand.
- Generated +56% in conversion rate in the first year, by transforming an offline marketing plan to a digitally-driven and multi-channel strategy including paid search, SEO, social media, and partnership.
 - Delivered the re-platforming of the website in Magento 2 by improving the User Experience. Result: +12% revenue growth in 2018.
 - Improved the forecasting accuracy of sales and profit projections by integrating a new retail management system and a new CRM system. Result: Greater product and customer data visibility (+64% AOV).
 - Managed £1m P&L budget. Reduced e-commerce expenses by working on reducing returns, and costs of sales and by implementing new cost control procedures with my team and replacing numerous suppliers leading to a positive variance in the first year.
 - Transformed and recruited a reactive, underperforming digital team of two into a high-performance team of five people.



● Head Of Ecommerce

ALEXACHUNG | Sep 2016 - May 2018

- Appointed to develop and launch the new label website and online operation and deliver the digital strategy and online sales. Budget management and P&L responsibility.
- Delivered the new website in 9 months, available in 4 currencies and shipping in over 200 countries from day one; generated 300 transactions on launch day.
 - Generated forecasted revenue at the end of 2017 and double-digit growth at the end of Q1 2018 by deploying effective paid search, SEO, and social media strategies, driving good positive ROI.
 - Partnered with the commercial team to further develop online exclusive products resulting in +200% conversion.



● Head Of Ecommerce

Mr. Hare | May 2015 - Aug 2016

- Appointed to relaunch the website and develop the digital strategy of the brand and grow the customer database and online sales.
- Implementation and management of a new responsive website.
 - P&L, web production, and sales forecasting.
 - Management and delivery of omni-channel strategy and online growth.
 - Leading the Ecommerce and digital marketing strategy.
 - Leading all content development and maintenance.
 - Leading all online operations including customer service and stock

management.
- Team management



● Director Of Ecommerce

Omorovicza Cosmetics | Jun 2014 - May 2015

Appointed to work with key stakeholders in London, Budapest and New York to develop and manage the timely deployment of all ecommerce activities and new developments.

- P&L, web production and sales forecasting.
- Content management in multiple languages.
- Leading all digital marketing: implementation and management.
- Leading all online operations including customer service and third party fulfilment and warehouses (UK and US).
- Team management



● Group Ecommerce Manager

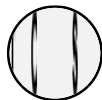
The Dune Group | Oct 2011 - Jun 2014

- Consolidation and management of 5 websites into one multi brand global website.
- Management and delivery of omni-channel strategy and online growth.
- Digital marketing: implementation and management.
- Content development and management.
- "Reserve & collect" and "unique stock view" integration.
- Team management.

● Senior Manager Ecommerce

Austin Reed Group | Aug 2010 - Oct 2011

- Management of the Austin Reed websites portfolios.
- Devised and implemented social media strategy by bringing it in house.
- Digital marketing: implementation and management.
- Stock integration & implementation of online data capture for the CRM system.
- Team Management



● Ecommerce Manager

The Conran Shop | Jan 2007 - Aug 2010

- Content management in multiple languages.
- Digital marketing.
- Replatforming.
- Managed all technical developments and requests for all markets (UK, US, FR).
- Third party agency management

● Freelance Creative

Various Organisations | Jan 2001 - Jun 2006

- Creation of a variety of operational marketing assets including direct mail, emailing, advertising.
- Creation of brand identities and various communication tools from booklets, brochures, posters, CD-rom, DVD-rom and corporate event videos.
- Graphic design for marketing purposes, logos, promotions, web design.
- Video production and realisation for advertising and informational purposes.



● Project Manager

PowerVote | May 2000 - Jan 2007

- Accounts management: Orange, L'Oreal, Bristol Myers Squibb, Coca-Cola, PriceWaterhouse Coopers, Sanofi-Aventis.
- Global corporate communication online and offline including websites creation, emailing, and press advertising.
- Conception and production of all internal brand communication tools.
- Produced videos for advertising and for informational purposes.
- Team management.

Education & Training

- 2006 - 2007 ● **CELSA - Ecole des hautes études en sciences de l'information et de la communication**
Specialist post-graduate diploma, Information and Communication
- 1992 - 1996 ● **Université Panthéon Sorbonne (Paris I)**
Master, Art History (Major in Archaeology)
- 1989 - 1991 ● **Institut Sainte-Geneviève, Paris 6**
A-Levels, in Literature & Arts, Literature & Arts