



Samantha Davis

Digital & Ecommerce Strategist

📍 London, UK

✔ Samantha is **Available to work**

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Links

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Hourly Consulting, Free-lance Assignments, Permanent Positions

Skills

- Ecommerce (Advanced)
- Digital Marketing (Intermediate)
- Conversion Optimization (Advanced)
- Digital Strategy (Advanced)
- User-centered Design (Intermediate)
- Customer Experience (Advanced)
- Customer Engagement (Advanced)
- Digital Media (Intermediate)
- B2C Marketing (Intermediate)
- Marketing Budget Management (Advanced)
- Creative Briefs (Intermediate)
- Campaign Management (Intermediate)
- Integrated Marketing Communications...
- Search Engine Marketing (SEM) (Intermediate)
- Search Engine Optimization (SEO) (Intermediate)

About

Multi-skilled luxury e-commerce and digital leader, experienced in building fast-growth digital channels for BELSTAFF, CHURCH'S, LA PERLA and ERDEM across global markets. Utilising a diverse skillset of trading, web development, CRM, operations, merchandising, digital marketing strategy and P&L management, Samantha is passionate about developing inspirational and engaging brand journeys that translate into rapid customer acquisition, increased customer lifetime value and long-term sales growth.

BRANDS WORKED WITH

- Belstaff
- La Perla
- PradaGroup

Experience



● **Head of Ecommerce**
Belstaff | Apr 2021 - Now



● **Ecommerce Manager**
PradaGroup | Apr 2018 - Apr 2021



● **Global E-commerce Manager**
La Perla | Feb 2016 - Apr 2018

Education & Training

- 2006 - 2010 ● **Central Saint Martins, University of the Arts London**
Undergraduate Degree, BA (Hons) Fashion: Communication with Promotion
- 2005 - 2006 ● **Winchester School of Art, University of Southampton**
Foundation Diploma, Art & Design

Trading (Advanced)

Email Marketing (Intermediate)

eCRM (Intermediate)

P&L Accountability (Advanced)

Forecasting (Intermediate)

Payment Gateways (Intermediate)

New Technology Evaluation (Intermediate)

Luxury Brand Marketing (Intermediate)

Luxury Goods (Advanced)

Fashion (Advanced)

Languages

Italian (Basic)