



Elizabeth Maragh

Senior Online Trading Manager
| Head of Online

Watford, UK

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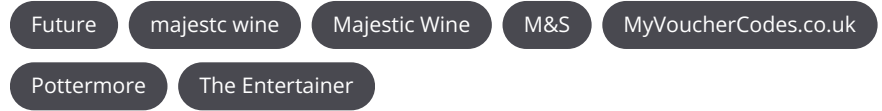
Languages

English (Native)

About

I am highly analytical and commercially minded ecommerce leader with 10 years ecommerce experience in online trading and merchandising. I have extensive experience in optimising and growing digital performance by translating data insights into commercial strategy. My strong commercial acumen, excellent communication and interpersonal skills enable me to influence and motivate others to implement data driven strategies to deliver success. I have a proven track record of recruiting and developing high performing online trading teams.

BRANDS WORKED WITH



Experience



Senior Online Trading Manager

The Entertainer | Oct 2021 - Nov 2022

- Responsible for driving +£10m sales growth across thetoyshop.com, elc.co.uk & Marketplace Achievements
- Business lead for Click and collect project with the goal of improving customer experience and growing sales by +16% YoY
- Lead the Amazon team to profitably grow ELC sales by +85% Oct-Dec YOY
- Recruited and lead high performing online trading team, creating a culture of collaboration Key responsibilities
- Set and deliver the online trading strategy and budget for all online channels
- Develop and lead a high performing online trading team
- Influence digital trading peers such as merchandising, marketing, fulfilment, operations and commercial buying team to drive performance.
- Represent the online team to wider business stakeholders, influencing at board level to drive the online agenda across the group.
- Manage the budgeting, forecasting and reporting of all online channels.



Senior E-Commerce Insights Lead

Future | Jun 2021 - Oct 2021

- Future Achievements
- Identified the key categories in B2B for the editorial team to optimise which lead to an increase of +20% revenue WoW Key responsibilities
- Deliver insights on trade performance to grow conversion and revenue
- Data product management - prioritise and spec out new reporting requirements across all Future e-commerce brands and territories
- Coach stakeholders across the business on how to interpret data from data studio reports to make trade decisions
- Consolidate and standardise reporting across the organisation
- Develop suite of reporting for Exec Leadership team

Senior Insights Lead

MyVoucherCodes.co.uk | May 2019 - Jun 2021

- Achievements
- Achieved £0.5m incremental profit in first year by developing the launch strategy and project managing the Reward Offers
- Power BI dashboards for the Commercial, PPC and SEO teams to provide insight on KPIs to optimise and grow the business Key responsibilities
- Drive and own the 'know your numbers' proposition
- Discover and deliver regular insights to increase understanding of the commercial space
- Develop, implement and maintain commercial reporting, insight and analysis
- Challenge stakeholders around commercial opportunities, whilst supervising the analysis

- Modelling of data to influence decisions across the commercial team
- Identify and quantify commercial opportunities
- Build better insight into customer behaviour and define how customers interact with the website to inform product design and strategy
- Expand customer segmentation to improve personalisation of product and CRM
- Drive a culture of collaboration and curiosity across the business

● Wine Online Commercial Manager

M&S | Jan 2018 - May 2019

Achievements

- March 2018 - Successful execution of the big Easter up to 50% off wine event which resulted in a strong end to the year, with week 52 coming in at +64% YOY and +£162k on FC
- Dec 2018 – Transformed wine online into a profitable business. By working closely with the BWS BU to analyse the profitability of the range to develop a curated range of profitable products. I then devised a promotional strategy to maximise profitability, as a result over peak, profit was +29% on LY, with gross profit % to Sales 27% TY vs. 13% LY.
- Additionally, week 38, largest sales week, profit was up +82% on LY (31% vs 17%). Key responsibilities
- Championing the IRI customer insight platform for the team to understand the wine online customer and spot opportunities for growth
- Setting the quarterly demand trade plan and developing the promotional strategy to achieve key KPIs
- Weekly and daily sales forecasts including quarterly revisions
- Weekly promotional analysis and trade reporting
- Leading P&L for wine online
- Working cross functionally with key stakeholders across the business (including logistics and contact centre) to drive efficiencies and cost improvements
- Working closely with the marketing team to develop a plan to drive engagement, acquisition and retention

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- Leading merchandising improvements to optimise conversion and coaching junior merchandiser
 - Leading the weekly trade meeting, driving actions to exceed the sales plan
 - Empowering other members of the food online team to use online trading tools such as Baazarvoice, in moment and IRI to optimise their categories

● Ecommerce Manager

Pottermore | Nov 2016 - Dec 2017

I was the driving force behind optimization projects in the ecommerce team. I executed effective digital strategies to optimize revenue, deliver site enhancements and continuously improve user experience across Pottermore's international site. I worked to improve overall eCommerce conversion, digital marketing and merchandising strategies. Achievements

- Dec 2016 - May 2017 - Project management of Pottermore's first physical product range that increased WoW revenue by 50% in launch week. This continues to add an additional 8% revenue MoM.
- June 2017 – Site content optimisation that resulted in +56% AOV and increased revenue per user by +46%. Key responsibilities
- Manage the effective merchandising of products on the Pottermore Shop and throughout Pottermore.com, creating engaging content to encourage purchase
- Develop effective traffic-driving campaigns by working with Pottermore colleagues and 3rd party agencies to drive high-quality visitors to the Shop
- Develop and implement effective eCRM campaigns which excite the global fan base and drive high conversion
- Measure, analyse and report on Pottermore Shop performance, creating and implementing action plans to drive continual improvement in KPIs
- Analyse the customer journey and conversion funnels to optimise the site experience and improve conversion
- Support the Ecommerce Director in the development of new product lines, manage adding these products to the online Shop and contribute to promotional launch campaigns



● Online Trading Manager

Majestic Wine | Mar 2016 - Nov 2016

As a digital trader, I have a proven track record of driving sales and profitability across desktop and mobile whilst ensuring the site represents all content accurately and is optimised for the online journey. I capitalise on insights and learnings quickly, through the application of a broad range of trading levers, strategies and techniques. Achievements

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- April 2016 - Successful launch of first online Easter flash sale campaign. Looked at current AOV to come up with a discount that would lead to incremental sales and maintain AOV/ increase by 10 - 20%. On LY: Revenue +320%, CR +163%, transactions +453%.
 - June 2016 - Successful Father's Day gifting campaign. Worked with b&m to develop a new gift range for Father's Day to support the online campaign I developed. Transactions +139%, Revenue +183% on LY. Conversion rate +23.5% on LY. Completely sold out one gift line. Page views +104% on LY, +93% on new users. Key responsibilities
 - Managing a junior merchandiser, coaching them in online best practice to ensure content and merchandising is in line with promotional activity.
 - Overseeing all trading aspects of the website including analytics, content and merchandising to maximise conversion
 - Responsible for maximising the sales and profit potential of all digital sales channels, delivering set objectives including CR, AOV to achieve sales objectives
 - Prepare and lead regular trade updates and feedback sessions to b&m to identify opportunities and agree action plans for underperforming areas.
 - Responsibility for reporting on trade on a regular basis adhering to business schedule
 - Proactively identify trading opportunities to improve and accelerate sales and profit performance
 - I am the expert for the channel and have detailed knowledge of product, market and competitor tactics, with a focus throughout on customer
 - Working with the marketing team to manage the online calendar - undertaking all actions promotions and merchandising across the website to reflect the marketing calendar
 - Online merchandising management - working closely with the b&m team, to maximise multichannel sales and profit through joined up merchandising and trading plans backed up with leading on-site execution.
 - Work with creative, content and marketing teams to ensure effective product campaign co ordination. Support on stories, themes, product drops and pushes
 - Working very closely with UX Development Lead and Web Analyst to provide improved online experience

● Online Store Manager

majestic wine | Mar 2013 - Mar 2016

- I had ownership for the front-end strategy of majestic.co.uk, optimising user experience to exceed sales targets. Achievements
- Christmas 2015 gift range -Through analysis and effective planning of the seasonal cases to include top sellers whilst meeting key price points. We saw +86% increase in case sales over peak.
 - 2015 - Project management of the new Majestic Commercial website build
 - 2014 - Growing online mixed case revenue by 17% Key responsibilities
 - Owning the merchandising & content strategy
 - Day to day ownership of products: titles, descriptions, images, categorisation hierarchy
 - Planning and implementation of promotions and discounts
 - Management of the online mixed case offering and gifting
 - Online stock tracking and inventory
 - PPC content and SEO optimisation
 - Content management of the investors site

Education & Training

2007 - 2010

● The University of Nottingham

Bachelor of Science,

2000 - 2007 ● **St Joan of Arc, RC School**

A in Psychology and Philosophy, B in Mathematics and English Literature
GCSE's;