



Ekaterina Plane

Web / Digital / E-commerce
Project Manager

📍 Paris, France

✅ Ekaterina is **Available to work**

[View profile on Dweet](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Jira (Intermediate)

PrestaShop (Intermediate)

WordPress (Intermediate)

WooCommerce (Intermediate)

Proactivity (Advanced)

Managed Agency (Advanced)

Account Executives

Mirakl (Intermediate)

Slack (Advanced)

Languages

Russian (Native)

French (Fluent)

English (Fluent)

About

After 10 years of experience in marketing: BTL, Digital and Operational Marketing, today I moved closer to my passion for commerce & Digital and became E-commerce Project Manager.

BRANDS WORKED WITH

Action

Actis Wunderman

Diageo

Etam

G2 Moscow

HAVAS DIGITAL

Jimini's

Note Cosmétique

RE EVOLUTION

Nature & Découvertes

Experience

● E-Commerce and Marketing Executive

Note Cosmétique | Jul 2022 - Nov 2022

- Implementation of the pre-launch phase for marketplaces with the integration partner.
- Management of the catalog and launch of new offers on Amazon.
- Monitoring and updating digital content for social networks.
- Sending and tracking product or content requests to the PR agency.
- Monitoring inventory management, reporting data.
- Verification of product catalog data and filling in missing attributes.



● E-Commerce Project Manager

Jimini's | Nov 2021 - Jan 2022

- Graduate work based on the observation of e-commerce site optimization proposal
- Development of project planning & proposal of Customer loyalty programs
- SEO: Correction of tags & alt for images in Prestashop & Wordpress, proposal of new keywords and writing an article based on these keywords,
- SEA: Communication with the acquisition agency to control and monitor Google Ads campaigns, correction and creation of Google Flux files for the Google Shopping ad in different countries
- Development of Communication strategy for social networks.



● International Marketing Manager

Etam | Mar 2017 - Mar 2018

- Construction d'un plan de marketing opérationnel pour les franchises dans 13 pays, en liaison avec le marketing international et la direction Export.
- Préparation marketing et supervision de l'ouverture des deux magasins flagman à Moscou et gestion des fournisseurs
- Adaptation et mise en place des visuels des magasins en fonction de chaque pays
- Communication, déploiement et contrôle des éléments PLV et marketing des magasins, spécifiquement adaptés en fonction des langues, des restrictions dans les différents pays
- Développement d'une stratégie de communication média pour chaque pays, en fonction des spécificités et des canaux de communication du pays.
- Mise à jour des pages Etam sur les différentes marketplaces



● Senior Account Manager

RE EVOLUTION | Mar 2016 - Dec 2016

- Managing the tenders from initial brief to final delivery to the Client
- Lead special projects development and their placement
- Supervising the Client's and the Agency's contractors
- Conducting the internal documentation and preparation of costs esti-

mates

- Control of payments and projects closure



● Brand Communications Manager

Diageo | Sep 2014 - May 2015

- Managing CRM portal (approval and writing of content, technical requirements, and questions).
- Intermediating between the departments of the Company and Brand Teams
- Supervising internal activity connected with CRM portal in Company
- Conducting the internal documentation and approval of costs estimates
- Assistance in running pitches to select digital providers according to internal Pitch policy
- Establishing the briefs, reports, current and future status of the projects



● Senior Account Manager

Actis Wunderman | Jun 2013 - May 2014

- Managing the tenders from initial brief to final delivery to the Client
- Lead special projects development and their placement
- Supervising the Client's and the Agency's contractors
- Conducting the internal documentation and preparation of costs estimates
- Control of payments and projects closure



● Senior Account Manager

HAVAS DIGITAL | Feb 2013 - Jun 2013

- Managing the tenders from initial brief to final delivery to the Client
- Lead special projects development and their placement
- Supervising the Client's and the Agency's contractors
- Conducting the internal documentation and preparation of costs estimates
- Control of payments and projects closure
- Coordinated work of 2 Account Managers



● Account Manager

HAVAS DIGITAL | Sep 2012 - Feb 2013

- Interacted and communicated with the Clients, contractors and departments
- Organized the internal and external meetings, presentations and reporting
- Conducted internal documentation and prepared costs estimates



● Traffic Manager

Action | Aug 2011 - Oct 2012

- Searched, communicated with the Freelancers, prepared all the documentation
- Managed the internal resources and organized the workflow of the creative department
- Created the database of freelancers

● Account Executive

G2 Moscow | Sep 2010 - Aug 2011

- Interacted and communicated with the Clients, contractors and departments
- Conducted internal documentation

● Assistant of Traffic Manager

G2 Moscow | Sep 2008 - Sep 2010

- Organized and supervised the work of the creative department
- Prepared the contracts and internal documentation
- Prepared the documents for purchase of images for the agency

● E-Commerce Quality Coordinator

Nature & Découvertes | Jun 2023 - Dec 2023

- Defining the strategy for framing and managing marketplace projects based on their context and objectives.
- Co-constructing the requirements of marketplace projects with all relevant parties and organizations affected by the projects.
- Responding to customer needs and resolving issues regarding products and orders on the marketplace.
- Transmitting customer feedback to relevant partners to enhance the customer experience at all levels.
- Monitoring and processing various supplier/product evaluations to optimize service performance.
- Monitoring various performance indicators of partners on the marketplace.
- Animating brands and partners according to trends through email campaigns and product catalogs.