



Frédéric Heuangthep

e-D2C Success Manager | L'Oréal Luxe Europe

Paris, FR

Frédéric's availability **should be discussed**

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Freelance Assignments

Skills

Salesforce Commerce Cloud (SFCC) (Ad...)

Project Management Office (PMO) (Ad...)

Continuous Process Improvement (Ad...)

E-commerce Optimization (Advanced)

Agile Environment (Advanced)

E-commerce (Advanced)

E-commerce SEO (Intermediate)

Webmaster Services (Advanced)

Content Strategy (Intermediate)

Digital Marketing Analytics (Intermediate)

Feature Testing (Advanced)

Feature Prioritization (Advanced)

Feature Writing (Advanced)

About

5+years of experience in an international environment with a Digital / E-commerce expertise within luxury beauty / cosmetics and fashion industries. (L'Oréal Digital Luxe Europe Zone - L'Oréal DMI Yves Saint Laurent Beauty - LVMH Fragrance Brands Parfums Givenchy - Hanes Brands Dim.fr)

Passionate about digital new trends, my experiences have allowed me to develop strong skills in the management of e-commerce projects supported by a solid understanding of IT & digital marketing topics, allowing me to interact with ease with business as technical teams.

Technical expertise: 5+ years of experience on the Salesforce Commerce Cloud CMS (ex-Demandware), HTML, CSS, JS, JSON, XML, API

Collaborative tools (Atlassian): JIRA, Confluence, etc.

Global project management (Agile, omnichannel, digital transformation, e-commerce platforms, etc.)

Ability to work in a complex ecosystem involving multiple stakeholders

Content creation

SEO

UX / UI functional optimizations

Digital Analytics (GA, CCAC)

High product sensitivity

Customer-centric strategy

Always looking for new challenges in France or abroad, feel free to contact me for any opportunity regarding my career path.

Email: frederic.hp@hotmail.fr

BRANDS WORKED WITH

L'Oréal

Parfums Givenchy

LVMH

Hanes France

Espace PC International

Hackett London

Dolce & Gabbana S.R.L.

Système Connexion Informatique (SCI)

Aigle

Experience



e-D2C Success Manager - Europe Zone | L'Oréal Luxe

L'Oréal | Jan 2022 - Now

As part of the PMO team in charge of the digital business in Europe, I am in charge of coordinating the IT & Business local teams in the implementation of projects on the e-commerce websites for all brands (100+ sites / 18 brands / 30 markets) of our 4 divisions (Luxe, Professional Products, Consumer Products and Active Cosmetics). My role is to deploy e-commerce solutions based on the platform to enable the acceleration and DtoC deployment of our brands.

ROLL-OUT PROJECT MANAGER ROLE

- Roll-out / migration / new websites deployment and risk management (3 types of e-commerce model: standalone, semi-centralised and centralised)

- Coordinate the different stakeholders involved in the project (IT, Business teams, DMI, Supply, third parties, agencies, etc.).

PROJECT MANAGER ROLE

- Project management: framing and supporting local teams, drafting the functional specifications, from the analysis and collection of the needs of each brand / country to the UAT and deployment (e.g. Loyalty, Cart v2, Engraving, Gift Message)

- Steering and supporting countries in the deployment of the e-services and AI roadmap (sampling platform, shade finder, e-youth finder, face architect, virtual try-on, engraving, Kit builder, Gift box, SkinDr, etc.)

Loyalty Programs (Advanced)

CRM Program Management (Intermedi...

UAT Coordination (Advanced)

Online Business Optimization (Advanced)

CRM Integration (Intermediate)

Story Writing (Advanced)

Rewards Programs (Advanced)

Marketing Analytics (Intermediate)

Test Coordination (Advanced)

Online Business Management (Advanced)

Online Sales Management (Advanced)

Languages

Chinese (Basic)

English (Fluent)

French (Native)

Korean (Basic)

Spanish (Basic)



● E-commerce Project Manager - Europe Zone | L'Oréal Luxe

L'Oréal | Aug 2019 - Dec 2021

As part of the e-commerce D2C centralized Europe team, I am in charge of the Salesforce Commerce Cloud e-commerce platform for luxe division brands. My role is to deploy e-commerce solutions based on the platform to enable the acceleration and DtoC deployment of our brands.

PROJECT MANAGEMENT & RUN

- Roll-out / deployment projects and risk management (3 brands, 36 websites launched in 11 countries)
- Migration / roll-out projects of existing sites to a new SFCC application layer (4 websites migrated in 4 countries)
- Run & Maintenance: UX / UI improvements, implementation of platform improvements and new features support in collaboration with IT EMEA (business needs and requirements, drafting of functional specifications, coordination, UATs testing and regression)
- TMA management: definition of user stories and prioritization of the backlog
- Management and implementation of A / B tests roadmap
- Projects: Bazaarvoice customer reviews, personalization, engraving, product sets, modiface, 1 to 1 teleconsultation with e-BAs, Face Maestro etc.

WEBMASTERING

- Manage and implement animations and activation plans with excellence in execution: hallmarks, launches, promotions, etc.
- Responsible for website content integration (e-merchandising) and optimizations, including localization
- Coordination with E-business, E-retail, E-payments, E-customer care, Supply Chain, Media and CRM EMEA teams
- Management of a Webmaster

CONTINUOUS IMPROVEMENT

- Audit: Perform and collaborate on audits on existing websites, covering a wide range of topics: Digital standards, GDPR compliancy, Platform features checklist, search, SEO, performance, content, etc.
- Expert role on the Salesforce Commerce Cloud platform and carrying out in-house training aimed at training digital teams on its use

Tools: Salesforce Commerce Cloud (CMS), Google Analytics, Confluence, Jira, Photoshop, AB Tasty, Trello, HTML, CSS, JSON and JavaScript (basics)



● International E-business & CRM Project Manager Assistant | Yves Saint Laurent Beauty

L'Oréal | Jan 2019 - Jul 2019

In the luxe division, my missions at Yves Saint Laurent Beauty DMI (Direction Marketing International) include:

E-BUSINESS

- Creation of E-Business and CRM marketing books (Hallmarks, Make-up, Perfume and Skincare) in order to define the global strategy and guidelines for the markets (search, banners, appearance, samples and activation strategies)
- Online activation of new marketing campaigns following the e-boutique roadmap
- Update of the product catalog for markets / e-retailers (PIM-DAM) and the Master site (SFCC)
- Focus on Chinese market for TMALL, e-Boutique, WeChat activations (520 I love you day, Chinese Valentine's Day, 11.11, etc.)

CONTENT

- Production and development of creative content to support 360 ° activations / product launches of e-boutique / e-retailers sites in collabora-

tion with marketing teams

- Follow-up and retouching with the creative agency
- Development of media banners according to country requests

SITE

- Creation of landing pages and follow-up with agencies (creative and integration)
- Implementation of localization kits and recommendations of SEO friendly description
- Monitoring asset rights and country use
- Testing and implementation of new features and innovations (personalization, engraving, kit builder, landing page and product page of the new Pure Shots skincare range)
- Writing of functional specifications

DATA ANALYSIS

- Global performance analysis of e-Boutiques and e-Retailers sites and online activities
- Data analysis and potential opportunities
- Analyze the offers and content of key competitors (brands and retailers)
- Monthly reporting

CRM

- Data analysis of email performance
- Adoption of new templates for countries
- Monthly performance reporting with quantified analysis

Tools: Salesforce Commerce Cloud (CMS), Google Analytics, Google Data Studio, Confluence, Jira, Teamweek, Basecamp, Redmine, HTML, CSS



● Consultant | LVMH Fragrance Brands

Parfums Givenchy | Jul 2018 - Dec 2018

For my Master Thesis, I did a Consulting Project for Parfums Givenchy dealing with the following theme: The influence of the muses in the purchasing behavior of social network users related to the perfumes and cosmetics industry.

Thanks to a qualitative and quantitative analysis, my study has highlighted the brand's development axes and provided recommendations to enable them to establish a long-term sustainable influence strategy (muses and influencers).

Analysis of the results carried out using NVivo and SPSS software.

Grade: 16/20



● INSIDE LVMH Talent Program: Imagine the luxury experience of tomorrow

LVMH | Feb 2018 - May 2018

Part of the Inside LVMH community (40 talents selected out of 6 500 interns / students).

First and highly selective talent program launched by LVMH Group in 2018 to detect high potential candidates to join the Group Maisons.



● International E-business Project Manager Assistant | LVMH Fragrance Brands

Parfums Givenchy | Jan 2018 - Jun 2018

- Redesign of the website givenchybeauty.com in 7 languages (FR, UK, IT, ES, RU, CH, JP): contribution, testing, HTML integration, etc.
- Website management according to an editorial and marketing calendar
- Development of digital contents (visuals and texts) for the website givenchybeauty.com and for e-retailers: briefs, development in collaboration with agencies, follow-up corporate marketing guidelines
- Creation of guidelines for the markets (e.g. creation of a Salesforce user guide)
- Management of operational demands e-retailers and markets
- Preparation, catalog shoot and shoot guidelines for website and e-re-

tail

- Benchmark and competitive intelligence

Tools: Salesforce Commerce Cloud (CMS), Photoshop, Slack, Confluence, Jira, Wezen, HTML, CSS

Soft Skills: project management, teamwork, communication and writing skills, self-confidence, proactive, analysis, organization, business and results oriented, ability to work under pressure with tight deadlines

Hard Skills: e-commerce, e-retail, digital marketing

Working methodology: AGILE (Scrum / Kanban)

● E-commerce Manager Assistant Dim.fr

Hanes France | Jul 2017 - Dec 2017

Hanesbrands Inc. is the leading manufacturer and distributor of women's and men's underwear in the world. The group holds, among others, the brands Dim, Playtex, Shock Absorber and Wonderbra (formerly DBApparel).

- Manage and animate the e-commerce platform: optimization of the internal search engine, merchandising optimization, cross selling, set up of A/B tests, creation and configuration of discount coupons, organization of game contest, publishing of the collection for each category, writing descriptions of the product sheets
- Brand content: writing briefs to enrich the content pages of the website including the DIM blog
- Webmarketing: improve online traffic and increase conversion rate (KPIs analysis, trigger emailings, integration of newsletters in collaboration with agency, SEO)
- Project management: set up of various projects to improve the customer experience on desktop, mobile and tablet (customizable panties, integration of the module customer reviews BazaarVoice)
- Competitive intelligence and benchmarks (newsletters, features, content, promotions, pricing)
- Participation and follow-up of the animation plan and commercial actions
- Photo shooting preparation and supervision for the Fall-Winter 2017 collection and the Spring-Summer 2018 collection
- After sales service management via the Facebook page

Tools: Salesforce Commerce Cloud (CMS), Google Analytics, Mapp, AB Tasty, Cegid, Pinterest, Facebook

Soft Skills: teamwork, communication and writing skills, self-confidence, analysis, organization, business and results oriented

Hard Skills: e-commerce, digital marketing, marketing, social media

● E-commerce Assistant

Espace PC International | Jun 2016 - Jul 2016

- Updating the customer database (200 clients)
- Mailing and phoning
- Ensure order processing to billing and delivery
- Developing business strategy
- E-commerce : order processing and product referencing on Amazon and Price Minister
- Management of the website berserker-gaming.com on WordPress CMS (creation of product sheets, categories, etc.)
- Resize of visuals on Photoshop
- After sales service

● Sales Advisor

Hackett London | Jun 2016 - Jul 2016

Part-time job

- Welcoming local and international customers
- Inventory management (restocking, inventory, etc.)
- Merchandising • Building customer loyalty through adapted and personalized advice



- Developing turnover of the store
- Promote the brand image by offering exemplary service
- Cash management



- **Sales Advisor**

Dolce & Gabbana S.R.L. | Jun 2015 - Aug 2015

- Welcoming local and international customers
- Inventory management (restocking, inventory, etc.)
- Merchandising
- Building customer loyalty through adapted and personalized advice
- Developing turnover of the store
- Promote the brand image by offering exemplary service

- **Computer Technician and Sales Advisor**

Système Connexion Informatique (SCI) | Jul 2014 - Sep 2014

- Sales
- Advice
- Computer repair and maintenance



- **Sales Advisor**

Aigle | Dec 2013 - Dec 2013

- Welcoming customers, advice and sales
- Receiving deliveries and tallying the goods
- Inventory management
- Merchandising
- Build customer loyalty
- Developing turnover of the store
- Cash management

Education & Training

2015 - 2019 ● **IESEG School of Management**

Master of Science - MS,