

Helen Coupland

Profile

An Ecommerce Manager with 5 years experience in ecommerce and online marketing, and a background in all elements of the marketing and promotional mix.

I combine creativity with strong analytical and technical ability; I am equally confident working with designers and programmers. I have exceptionally broad experience of setting up, managing and promoting websites to deliver significant incremental sales.

Career record

Freelance projects (Oct 2009 - present)

- Development of a new ecommerce website and online marketing strategy (PPC and SEO) for exclusive1experiences.co.uk
- Design of a new website for *Computer Precision*, plus locally-targeted online marketing
- Project managed the final design stage and launch of fultonumbrellas.com (coordination between design agency, Ecommerce supplier *Actinic* & the client)
- Development of my ecommerce & online marketing blog heloucou.com
- Designed and launched new Ecommerce website for nappydelights.com
- Web design and email marketing consultancy for *Upstairs at the Gatehouse Theatre*
- Development of a world music blog easternsoul.net
- Email campaign designs for *Southbank Centre*

Ecommerce Manager, Oneida - *Viners & Oneida* cutlery and cookware (Feb 2007 - Oct 2009)

- Designed and launched viners.co.uk, generating £700k annual sales for an initial spend of only £3k
- Redesigned and launched oneida.co.uk, achieving 10x increase in conversion rate
- Designed and launched the oneidafoodservice.co.uk B2B website
- Management of all aspects of design, development and promotion of the websites
 - Site design using in-house graphic designer & *Evolve* Ecommerce software
 - Optimization using Google Analytics & usability testing
 - Online promotions & merchandising to maximize conversion rate & average order value
 - PPC advertising (Google & Yahoo) generating ~50% of sales
 - Search engine optimization: achieved top 3 positions for “cutlery” keywords through site design, link-building & online PR
 - Management of Affiliates program through Affiliate Window
 - Design and broadcast of targeted email campaigns; management & segmentation of 20,000 email database, capture of email addresses

Marketing Manager, Cope & Timmins - *Copes* window furnishings (Aug 2004 - Dec 2006)

- Responsible for all marketing activities, managing a small team and a £200k budget
- Developed and launched new trade and consumer websites copes.co.uk, curtainpolesdirect.co.uk, olympicblinds.co.uk
- Managed the design, production and distribution of all marketing and product literature, including a 250-page product catalogue and price guides listing over 4000 products
- Introduced a new PR strategy, corporate logo and branding

Product Developer, Kimberly Clark - *Huggies* nappies (May 2000 - Apr 2004, incl. 8 months in US)

- Worked in and led cross-functional teams to achieve product improvements and cost savings
- Qualitative and quantitative consumer research in the UK and five European countries
- Led consumer complaints reduction initiatives, achieving 50% reduction in the overall level
- Organised and presented training courses on product development and innovation

Process and Quality Coordinator, Ratcliff Tail Lifts (Nov 1999 - May 2000): Conducted a review of the company's Quality Control procedures to retain ISO 9001

Researcher, Shell (Sep 1994 - Jul 1995): Pre-university *Year in Industry* scheme

Skills

Marketing skills

- Promotions, database segmentation & targeting, direct mail, consumer research, PR, copywriting, managing agencies, literature design & production, multi-channel strategy

IT skills

- Websites & e-commerce: web design, content management systems, HTML & CSS, online advertising & search engine optimization, email marketing, data feeds
- Advanced data management and analysis skills, using Excel and Access
- Photoshop and Quark Xpress

Management skills

- Line management and project management; working across departments to establish new structures & procedures

Product and range development skills

- From idea to commercialisation; developing a proposition, working with designers, sourcing, sales forecasting, pricing strategy, launch planning

Education and training

CIM Professional Postgraduate Diploma: Analysis & Evaluation & Strategic Marketing Decisions modules - London School of Marketing

MEng Manufacturing Engineering - Cambridge University, including 16 weeks industrial project work
4 A-levels, 10 GCSEs

Courses

CIM E-Connections - Search Engine Marketing

Design and Creativity - Goldsmiths College

Interior Design and Decoration - Chelsea College of Art and Design

Project Management, Influencing Skills, Consumer Insight - at Kimberly Clark

Interests

Design and architecture, which I have explored through courses and activities in my free time

Music: I play flute, organ and piano to advanced standard, and sing in *Hackney Singers* choir

Travel: I have travelled extensively throughout Europe, Asia and North America and am currently learning Hindi

Sports: I enjoy cycling, running, climbing and sailing