

Helen Coupland

Profile

An ECommerce Manager with 6 years experience in web design, website management 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 proven experience of setting up, optimising and marketing websites to deliver significant incremental sales.

Career record

Marketing & ECommerce Manager, LINLEY - *luxury furniture & accessories* (May 2010 – present)

- Increased online sales on davidlinley.com by 50% through conversion rate, average order value & traffic improvements
- Design and launch of a new website on the Magento platform
- Optimisation of previous website using Venda platform
- Integration of offline and online customer databases
- SEO, PPC, email marketing & online PR
- Management of the Ecommerce assistant
- Offline marketing: literature production, direct mail, press advertising

Freelance projects (2009 – 2010)

- Development of my ecommerce & online marketing blog heloucou.com
- Design & launch of a world music blog easternsoul.net
- Web design and online marketing consultancy for Computer Precision
- SEO, PPC and web design consultancy for WRP Joinery
- Development of a new ecommerce website and online marketing strategy for exclusivef1experiences.co.uk
- Designed and launched new ecommerce website for nappydelights.com
- Project Managed the final design stage and launch of fultonumbrellas.com (coordination between design agency, Ecommerce supplier Actinic & the client)
- 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 sales for an initial spend of £3k
- Redesigned and launched oneida.co.uk, achieving 10x increase in conversion rate
- Designed and launched the oneidafoodservice.co.uk B2B website
- Responsible for all aspects of design, maintenance and promotion of the websites
 - PPC advertising generating ~50% of sales
 - SEO: achieved top 3 positions for “cutlery” keywords
 - Set up and management of Affiliates program through Affiliate Window
 - Email marketing to 20,000 email database
 - Optimizing site design & navigation using Google Analytics & usability testing
 - Online promotions & merchandising to maximize conversion rate & average order value

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

- Responsible for all marketing activities, managing a small team and a £200k budget
- Designed, launched and managed 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

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, PR, copywriting, managing agencies, literature design & production, multi-channel strategy

IT skills

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

Management skills

- Line management and project management

Education and training

CIM Postgraduate Diploma (50% complete) - London School of Marketing

MEng Manufacturing Engineering - University of Cambridge

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

Consumer Insight, Project Management, Influencing Skills - 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. I sing in *Hackney Singers* where I am on the committee, responsible for the marketing and website.

Travel: I have travelled extensively throughout Europe, Asia and North America

Sports: I enjoy cycling, running, climbing and sailing