



Helen Coupland

An ECommerce specialist with over 12 years experience in web design & development, 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, managing and promoting websites to deliver significant incremental sales. *I live in Stepney, E1.*

Career

Freelance ecommerce & web design projects

- Ecommerce consultancy for Floris perfumes
 - Project-managed the design, launch and optimization of a new Magento/ Wordpress website
 - SEO, PPC, email campaigns (Dotmailer) & UX improvements leading to double digit sales growth
 - Integration with Sage; mentoring of customer services team in merchandising & content management; set up of third party sales channels
- Magento and Google Analytics consultancy for National Theatre Bookshop
- Ecommerce consultancy & development of new Magento website for Spacecraft office furniture
- Technical support, marketing and content management for Galvan London.com (bespoke fashion), Blue Almonds (luxury childrenswear) and Swaine Adeney Brigg (luxury accessories)
- Designed wallflower.london for a local artist
- Designed and launched an online shop for Minimod children's clothing
- Project Managed the final design stage and launch of the first online shop for Fulton Umbrellas
- Development of a new ecommerce website and online marketing strategy for Exclusive F1 Experiences
- Development of a world music blog Easternsoul.net and Muddoll.com, an interactive online experience promoting a music album
- Web design and online marketing consultancy for Computer Precision
- Email campaign designs for Southbank Centre
- Trustee of Hackney Singers choir, with responsibility for marketing & promotion of concerts (built a new Wordpress website; literature design & production, email marketing using Mailchimp, social media and PR)

ECommerce & CRM Manager, LINLEY - *luxury furniture & accessories* (May 2010 - Aug 2013, 4 days/ week)

- Increased global online sales on Davidlinley.com by 200% through conversion rate, average order value & traffic improvements
- Design and launch of a new website on a Magento/ WordPress platform, and optimisation of previous website using Venda platform
- SEO, PPC, online PR, social media, email and direct marketing to 20,000 database
- Management of the Ecommerce Assistant and Customer Services Associate
- Integration of offline and online customer databases; Acquisition and retention strategies to support multi-channel growth online and in LINLEY's four London shops

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 £3k
- Redesigned and launched Oneida.co.uk, achieving 10x increase in conversion rate

- Designed and launched the Oneidafoodservice.co.uk B2B website
- 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 database

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 three new trade and consumer websites with ecommerce
- Managed the design, production and distribution of all marketing and product literature
- 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)

Pre-university *Year in Industry* scheme at Shell (Sep 1994 - Jul 1995)

Skills

Marketing skills

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

IT skills

- Web design & project management, Magento & Wordpress, HTML & CSS, online advertising & SEO, email design & marketing, Google analytics, data feeds
- Advanced data management and analysis skills, using Excel and Access
- Photoshop, InDesign and Quark Xpress

Management skills

- Line management, project management, team development & mentoring

Education and training

CIM Postgraduate Diploma (Analysis & Evaluation, Strategic Marketing Decisions) - London School of Marketing

MEng Manufacturing Engineering - University of Cambridge

4 A-levels (Maths, Physics, Chemistry, Music), 10 GCSEs

Courses

Emarketeers - Agile Web Project Management, Designing Persuasive Websites

CIM E-Connections - Search Engine Marketing

Design and Creativity - Goldsmiths College

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

Interests

Music: I play flute, organ and piano to advanced standard, and sing in *Hackney Singers*. I taught piano to 4-9 year old pupils at Green Gables Montessori School in Wapping (two afternoons a week, 2013-2017).

Design: interior design & architecture, which I have explored through various courses in my free time

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

Sports: I enjoy cycling, running and sailing