



# Helen Coupland

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[heloucou.com](http://heloucou.com)

An Ecommerce specialist with broad experience of web design & development, website management and online marketing, both in-house and as a consultant. I combine creativity and an eye for design with strong analytical and technical ability.

## Skills

- Shopify, Magento & Wordpress design & development, 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
- Promotions, multi-channel strategy, database segmentation & targeting, direct mail, copywriting, managing agencies, literature design & production, product management & merchandising
- Project management (Agile); line management, team development & mentoring; time management and working independently

## Career

Consultant, Vendlab (May 2024 - August 2024, 1-2 days/ week)

- CRO and design improvements for Shopify websites for clients including Doulton (*water filters*), Burleigh (*ceramics*) and Story & Sons (*products for the elderly*)

Ecommerce Manager, Furl furniture (June 2023 - March 2024, 3 days/ week)

- Managed the roll-out of new a ecommerce platform (Prestashop) which was also used for offline sales through three London showrooms
- Content, design & UX improvements to maintain sales in a challenging retail environment
- Data analysis & tracking to understand ROI from various traffic channels and agencies

Freelance ecommerce & web design projects (since 2014)

- Ecommerce consultancy & development of a new Wordpress/ Shopify website for Spacecraft office furniture; promotion through email marketing & social media
- Consultant for Allsingalldancing (*Ecommerce Agency*)
  - Technical support, content management, merchandising and online marketing for clients including Galvan London (*bespoke fashion*), Blue Almonds (*luxury childrenswear*) and Swaine Adeney Brigg (*luxury accessories*)
- Magento and Google Analytics consultancy for National Theatre Bookshop
- Designed wallflower.london for a local artist
- Designed and launched a WooCommerce 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 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

- Email campaign designs for Southbank Centre
- Trustee of Hackney Singers choir, responsible for marketing & promotion of concerts (built a new Wordpress website; literature design & production, Mailchimp email marketing, social media and PR)

Ecommerce Consultant, Floris perfumes (Feb 2014 - May 2015, 3 days/ week)

- Project-managed the design, launch and optimization of a new Magento/ Wordpress website
- Set up of SEO & PPC (then management through an agency); Email campaigns & automation (Dotmailer); UX improvements leading to double digit sales growth
- Integration with Sage and set up of third party sales channels
- Mentoring of customer services team in merchandising, content management & troubleshooting

Ecommerce Manager, LINLEY *luxury furniture & accessories* (May 2010 - Aug 2013)

- 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
- Acquisition and retention strategies to support multi-channel growth online and 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; Affiliates program through Affiliate Window; Email marketing to 20,000 database

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

- 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)

## 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

## Interests

I play flute, organ and piano to advanced standard, and sing in Hackney Singers. I taught piano to over 50 primary school pupils at Green Gables Montessori School in Wapping (two afternoons a week, 2013-2017), and I'm the organist at St Mary & St Michael's Catholic church, playing for up to 300 people at weekend Masses. Other interests include interior design & architecture, cycling and running.