



Senior Digital Marketing strategy Team & Project Management

elise@verriest.net - www.thelily.work - LinkedIn : @eliseverriest

I am empathic, curious, enthusiast and good at federating people.

I have 18 years of experience with 12 years in leading countries/markets including marketing, UX, business development, growth, communication, P&L management , teams, and projects leading. I turned consultant 5 years ago as a project director,

I also helped as UX consultant and change manager. I got the chance to become head of digital factory which means more responsibility with 40 people in my portfolio and more pre-sales.

I've always been customer centric and tried to keep things simple to achieve objectives, now I am looking for a new challenge with good people around !

Areas of expertise

Senior Digital Marketing | User experience - Design thinking | People Management | Marketing strategy

Business development | Project leading -Agile | Budget management | Digital Consulting | Customer obsessed

Professional experience :

Digital Marketing Consultant - Freelance

London - 09/2020 - Now

Found digital improvement for clients

Key achievements :

- Understood and realigned objectives of clients, built a strong customer journey experience map, prioritised insights and analyse use cases and competitors
- Improved digital footprint for Cathie Meslet, sophrologist in working on her SEO and building a new website with WiX
- Contributed of the growth of OhLily! Snacks digital transformation in realigning their objectives to launch the new commercial website on Shopify. Worked on the balance of the financial challenge aspect and the lifestyle blog the Brand used to have to keep the customer engagement. Built simple UX to increase the conversion rate.

Head of digital factory - Capgemini

France - 06/2018 - 04/2020

Secured the rentability of the Digital factory and the activity rate of the 40 people in my team

Provided a good service for the clients : assured team capabilities to deliver projects we got and kept running the others

Key achievements :

- Helped to push forward my team of software engineers, product owners, project managers, tech leads, testers in their career and kept them motivated.
- Won Presales to assure the staffing and rotation of people between projects. I've been both pitching projects to clients and working on answering major RFP (request for proposal). Have worked on the salesforce service and marketing cloud platform to structure and propose functional solution for clients such as Ceetrus, St Gobain, Oney.
- Proposed a realistic and achievable solution to the client with the expertise in my team. Ensured staffing and budget planned during the pre-sales workshops for a new project.

Project director / UX- digital Consultant - Capgemini

France - 06/2018 - 04/2020

Delivered a digital solution to the client by undertaking projects, with a guaranteed timeline and a dedicated team that fit with the budget

Key achievements :

- Modernised the HR career path at Capgemini : Built RH application and website used by 200k people in 41 countries for Capgemini as a project director and scrum master. Completed the project plan in collecting HR/ C-level needs and budget allowance. Federated a team of 17 people and identified internal core services teams to work with. Iterated the project in sprints, organised agile ceremonials, then monitored the go live after 18 months of work. Presented the application to the digital team during the quarter video meeting and conducted training for users. Organised the training to the Indian run team.
- Launched Mobile applications for retail customers such as Nexity, Decathlon, Auchan, Carrefour, Printemps, Casino and led the mobile factory team of 9 people. Guaranteed the client a dedicated team fitted with the budget to fulfil their needs : I organised the multi projects team planning in Agile mode to build and run all the applications we had in charge. Ensure to keep up with the financial plan balance (respect the budget and be profitable for Capgemini).
- Managed a test organisation to help Lyreco launching his new website by coaching change management and built high performance team of 7 (Capgemini & Lyreco). Brought the work teams together by federating people for the same goal.
Lyreco had issue to test all the user stories and find a successful team organisation, I first observed how the team was working and reviewed the process of coordination between the product owners, UI team, IT and the new web platform team (Intershop) after presenting the project framework to the program director.
Revamped tests workflow, created JIRA platform and ceremonials (Training on the tools, KANBAN, flash report to the direction, KPIs, planning, bugs follow up...). Presented weekly flash reports to monitor progress. Succeeded to launch the website in the new platform after 5 months

Digital marketing manager - OVH

France - 04/2017 - 11/2017

Promoted the domain and cloud desktop infrastructure section of the website to improve the conversion rate and global turnover

Define and coordinated international marketing plan and project roadmap from France with stakeholders worldwide

Key achievements :

- Used a SWOT approach to analyse customer journeys and found out the pain point to address
- Redesigned the website to optimise UX by working with integration team, clarified content, simplified the customer journeys and modernised UI.
- Coordinated the launch for the other countries.
- Monitored website indicators such as traffic, conversion rate, sales and margin
- Led digital marketing strategy, communication, and email marketing in line with the global plan and the registers offers. Realigned strategies by set up AB testing with an agency, launched new partnerships and products such as easy redirect (Helping SMB to increase their digital footprint)
- Contributed to the 2 years vision plan and the projects roadmap

Country Manager - Vertbaudet Belgium/.com

France - 02/2015 - 01/2017

Successfully increased both verbaudet.com's turnover to 3M€ and its financial contribution with traffic originating from more than 135 countries.

Tracked fast growing markets to develop dedicated businesses and find an additional market place to accelerate sales

Launched a dedicated Belgium market with the 1st responsive design website of the brand in 2 languages, then raised the turnover to 2 millions € in 2 years

Tested new key features before deploying to other large markets

Key achievements :

- Identified Belgium and Russia as a big potential for growth and started to analyse SWOT, business case, and presented the project to the CEO
- Created the Belgium market : 3 years business model, P&L, amount of investments, KPIs , and marketing strategy
- Established Belgium partners : payment (Ogone), delivery (the courier services companies Kiala and DePost), tax and duty process, logistic (found space and process in our warehouse), content righting into Dutch, and hire a Dutch speaker for the dedicated customer services
- Inspired a dedicated project team with software engineers, logistic, graphic designer, accounting and legal expert to organise the plan, and led the project until the go live
- Improved traffic analysis and acquisition campaign implementations in using Tag commander
- Defined KPIs to follow, range of products to sell, traffic strategy, marketing plan, UX and mobile first improvements
- Managed the day to day of a 15 people team composed of analysts, web animation coordinators, cross-functional logistic and customer services. This included animation of the websites, campaign management, web and financial analysis, acquisition plan, social media and email management.
- Optimised UX : AB testing new layouts and customer journeys
- Improved services for both markets (Belgium et .com) with partnerships such as OOkoodoo to include a birth list service in the website, Africa shop to connect our website to an African checkout platform, followed the customer satisfaction with NPS, customised landing page with special events for some countries, connected a local devise and duty calculator directly on the page list, product pages and checkout for countries outside Europe, created a bonded warehouse to reduce cost of tax and customs for non-europeans countries

Head of Vertbaudet.com

France - 10/2012 - 02/2015

Expanded the Brand internationally by delivering product all over the world, allowing people living out of the 6 countries to buy Vertbaudet products. Over-performed to start from scratch the market with his own financial structure and get a net turnover of 2 millions of € in 3 years. I also helped the other brands of our group to manage their international website (.com)

Key achievements :

- Achieved a business plan with an estimated budget, commercial and communication investment, KPI's to follow up and P&L forecast.
- Launched and managed the website in 3 languages with purchases from 135 countries after 4 years
- Managed 2 people , and was responsible for a cross-functional teams of logistic and customer service
- Optimised continually prospects and returning customers experience : provided new services like Paypal, additional language, conducted a simple and understanding navigation based on pain-points
- Built an acquisition strategy in working on leads generation, SEO/SEA, social media games and animation, email campaigns
- Developed a marketing plan by analysing campaigns, and customer needs to provide a better animation and season shift, a relevant communication and designs, a good adaptation of merchandising strategies, and providing new features like product highlights, layers, or left navigation
- Presented a monthly business review and campaign reporting to the board

Head of E-commerce marketing / Analyst marketing - Carrefour Belgium

Belgium - 05/2009 - 10/2012

Started the Carrefour Bank digital transformation with a commercial website, providing a digital touchpoint aligned with customers needs. Increased global financial revenue with a new purchase channel Constantly improved and adjust the global marketing strategy with multi-channel marketing analysis

Key achievements :

- Led the new e-banking website launch project in 2 languages (French and Dutch) in collaboration with IT teams
- Build strong customer journeys to get a full digital strategy and created the website with understandable content. Started retention email campaigns from the target segmentation to the communication.
- Increased inbound traffic and acquisition with SEO/SEA together with an agency
- Provided dashboards of campaign results reporting to follow KPIs such as revenue, cost per click, or conversion rate to the board
- Organised the Automation of the email database workflow

Market Research Manager -Pimkie International

France - 07/2007 - 03/2008

Provided cross channel competitive marketing strategies accessible to all teams to assist directors for taking decisions. Contributed to build the new Brand positioning Strategy in leading a customer segmentation project Ensured that we fulfilled the clients' needs and managed customer loyalty to increase the conversation rate in-store/web

Key achievements :

- Built an intranet website with all data and up to date strategies of key competitors
- Implemented and presented a weekly customer satisfaction barometer to the web team
- Determined product life cycle with quantitative studies and market researches to anticipate stock management and futur campaigns
- Managed fidelity emails from the targeting phase to the promotional offers results analysis

Tools : TNS data analysis, Business Object / Sphinx

Market Research Manager -Kiabi

France - 11/2006- 03/2007

Carried out psychological studies to learn more about our customer behaviours and clothes purchases. Made sure we have the right product, at the right price, at the right time, aligned with competitors

Key achievements :

- Worked with TNS Worldpanel (now Kantar) and presented a market overview report to the stakeholders
- Organised panel round tables to let client explain their vision of the brand and having a better understanding of their buying behaviour
- Developed dashboards with prices per type of articles, and competition analysis
- Provides quantitative studies to help product/marketing director taking the right decision

Import/export BtoB sales Manager - Auchan International

France - 05/2005- 09/2006

Simplify country buyers work by centralising range of products management

Key achievements :

Organised products presentations to the European country buyers to centralise purchasing and reduce the cost per item.
Collected buyers needs and coordinated the quality, stocks, references, quotations and order management with both Chinese and Indian tradings
Developed and implemented new product packaging for all the countries to facilitate buyers work



Education :

2004 - Bachelor Marketing and Management - Espeme Edhec business school

Hobbies :

President of the 70 co-owners in France

Cat lover. Dancing, Biking, Laughing, discovering