



Paul Errandonea

Vice president of Europe, Ecommerce & Technology

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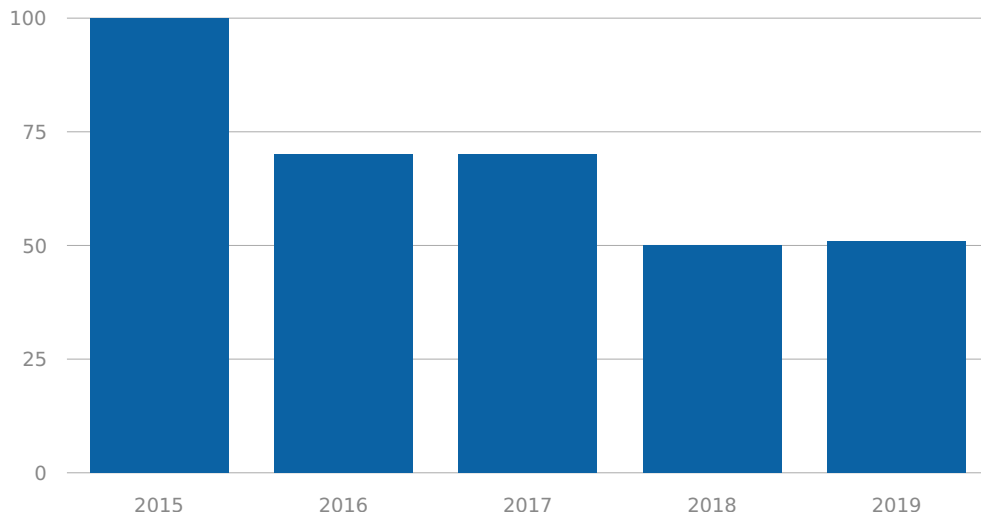
in.linkedin.com/in/paulerrandonea?trk=hp-identity-name

I built my experience as an online creative marketer, e-commerce analyst, strategic leader and brand thinker. By combining my knowledge with an international environment, I gained an appreciation of how to strategically plan and successfully execute business goals while respecting both global and regional priorities, culture and vision.

ACHIEVEMENTS

- Member of the executive management committee since 2014.
- In charge of the E-commerce, Marketing and IT P&L.
- Built a new e-commerce and digital marketing team in three different market: Canada, USA, Europe.
- Design the digital launch of the Lolë White Tour (international yoga event).
- Award winning of the best social media campaign 2015. (E-commerce Canada)
- Implemented the D2C omnichannel strategy and vision.
- Delivered a minimum of 50% sales increase (e-commerce), year over year, in the last 5 years by designing qualitative and quantitative research programs to understand customer needs, test new campaign tactics, and measure customer experience.
- Restructure our European business (D2C & B2B).
- Build a cross cultural team (USA, France and Canada).

Online % sales increase (2015 & 2019)



WORK HISTORY

2019 - CURRENTLY

Vice president of Europe, Ecommerce & Technology

Lolë

Responsible for developing and implementing the company's international expansion initiatives through our D2C and B2B channels.

- Built a new wholesale team in order to develop the European market: + 40% net sales vs LY during the first season.
- Design the retail expansion strategy by focusing on creating strategic clusters between community, D2C and B2B in target market.
- +59% increase vs LY on the e-commerce channel by designing a new e-mail marketing workflow and changing of paid media agency.
- Launch of our new marketplace channel in Europe, Canada, Asia and USA. (Amazon, Zalando, Galeries Lafayette...)
- Creation of a new B2B website in order to decrease by 30% operations fees related to small and corporate accounts.
- Responsible for the global European market P&L.
- Develop international partnership in order to develop our brand awareness in emerging markets.

2017 - 2019

Vice president of global E-commerce and Marketing

Lolë

Responsible for opening the new USA headquarters and building a cutting edge dedicated digital team.

- Lead and oversee all digital channels of Canadian - USA - European teams, responsible for Digital; SEM/SEO, Paid Social Media (Facebook, Snapchat, Instagram, Twitter, Google+), Content, Display and Programmatic, Native, Email Prospect/Retarget.
- Set clear performance goals and drive teams to achieve quarterly and yearly earnings goals through continuous improvement of online marketing initiatives.
- Analyze effects of channel management by determining and interpreting online KPI measurement frameworks to ensure plans and content are achieving relevant metrics.
- Lead ongoing optimization of the customer user experience at all digital touch points, to be tracked across the consumer journey, at each channel level. Balance investment with impact to the business.
- Manage full P&L for online channel marketing and e-commerce.
- Plan and deploy seven figure media budgets that are KPI driven and optimized daily.

2014 - 2016

Director of E-commerce and Marketing

Lolë

Responsible for overseeing strategy, forecasting/analysis, inventory management, merchandising and online sales for North-America and Europe.

- Lead email strategy with a focus on variable testing and optimized segmentation based on customer profile.
- Lead promotions and sales strategy for online shop in partnership with inventory management and retail department.
- Managed digital partnerships with key outside agency partners for paid traffic, affiliate programs and SEO.
- Lead social media strategy and planning with a focus on content creation, partnerships with influencers and engagement initiatives to drive increase in new customers and community size.
- Worked closely with retail brick & mortar teams to implement localized content programs and drive to store strategies based on retail locations.
- Overview catalog mailing initiatives, with a drive to online business component.
- Work with the merchandising and design teams to create retail and web collections that capitalize on wear-now, buy-now opportunities.

2012 - 2014

Marketing & E-commerce Specialist

Lolë

Responsible for growing revenue and market share in North America and Europe.

- Design and implement the new e-mail marketing communication strategy.(+40% net sales revenue vs LY).
- Responsible for growing the online and offline database (+ 100% vs LY).
- Create and manage the online digital marketing calendar.
- Provide weekly reports and customer insights to the management team.
- In charge of the online buying and merchandising for North America and Europe.
- Worked closely with digital agencies (paid traffic and SEO).

EDUCATION

2011 - 2012

Master of Business Administration (MBA)

Saint John's University, USA

Paris & New York

2008 - 2012

Master Marketing & Business development

Institut Supérieur Européen de Gestion

Paris

2008 - 2009

Bachelor in Science of Management

California International Business University, USA

San Diego

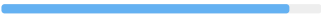
SKILLS

SHOPIFY PLUS



E-commerce platform

GOOGLE ANALYTICS



Web analytics service

MICROSOFT DYNAMICS NAVISION



Business process management software

CENTRIC



Product lifecycle management software

ZENDESK



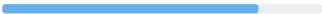
Customer service software

MAGENTO



E-commerce platform

FACEBOOK & GOOGLE ADS



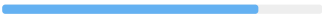
Online advertising platform

POWER BI



Business analytics service

RAKUTEN AFFILIATE



Affiliate marketing service provider

HOBBIES

Sports (walking, exercise, running, soccer)

Reading, writing

Art: African art, vintage