



# Armelle FESSY

## E-commerce Product Content Manager

Based on my 5 years with products, digital and retail expertise, I am presently focused on becoming a Product Owner. My Curiosity, language skills and rigour do make me fit for this challenge



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### HARD SKILLS

Magento



Akeneo (PIM)



Jira



Confluence



Excel



SFCC



Colombus (CEGID)



Redmine



Microstrategy



### EXPERIENCE

**LA HALLE** Paris, 2016 - 2020

Ready-to-wear men, women, kids & babies | TO 20M€ | 14K products online

#### E-commerce Product Content Manager 3 years

- **Defining and implementing the product content strategy for the website:**
  - Forecasting of the budget, changing specifications and renegotiating contracts. Creation of operational processes.
- **Business manager of content solutions :**
  - web data & content product management with a PIM solution :
    - Defining and specifying project requirements and data model conception.
    - Business rules specification for the IT department using an Agile approach.
  - Defining and specifying the content management platforms and running the User acceptance tests.
  - Managing the content flow optimisation.
  - Contributor on database storage solutions' discussion with the IT department.
- **Responsible for the evolution of content on the front end :**
  - SEO optimization on texts & photos
  - In charge of evolutions for a better user experience : changes of the display of content in list pages and zooming on mobile.
- **Single business point of contact for the content data product website redesign:**
  - Drafting specifications with the web/IT project managers with regards to the sprints planning.
  - Responsible for the pre-production acceptance stage fo the project.
  - Consulted for the design workshops, mockup review

#### E-commerce Product Manager 1 year

- **Turnover management:**
  - Analysing and defining the e-shop commercial strategy (KPI margin, discounts, Average Basket Value (ABV), Average basket size(ABS).
- **Inventory management:** (coverage and life cycle)
- **e-shop product data management (BO/FO):**
  - Updating filters in the Product Listing Page.
- **Project management:**
  - Redesigning the "brands" page, creating new management rules for filters on the PLP and reorganising the matching between products & website tree structure.

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## E-commerce Product Content Manager



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### EXPERIENCE

**SOLEIL SUCRE** Gennevilliers, 2014 -2015

**Soleil sucré : internship & work-study MM | Women underwear | TO 24M€ | 70 shops**

**Retail Coordinator & Supply Manager** 1 year

- **Inventory management:**
  - launching & planning products implementation in shops & web, adapting and improving the inventory strategies : making pushes for sales, the re-stocking strategy 1for1, min/max. Organising shop product returns, managing the outlet inventory, Selecting products for promotion
- **Defining the promotional strategies** in order to monitor the turnover
- **Making and relaying** efficiently the cash register, inventories and the promotional offers processes to the retail network

### EDUCATION & TRAININGS

- **SCRUM Product Owner (PSPO I) Certification** - Online - In progress
- **Jira Agile Project Management - Scrum/Kanban** - Online - Juin 2022
- German, Intensive courses - Freiburg (DE) - 2021-2022
- **English**, Intensive courses - Brighton (UK) - 2020-2021
- Training SEO natural referencing level 1, Databix - Paris - 2019
  
- **Master 2 International management & purchasing** - INSEEC Grande Ecole - 2015
- Technologic degree (D.U.T) in marketing techniques - Université d'Orléans - 2012
- Baccalauréat Economic, Social & Mathématiques, with honors - Gien (45) - 2010

### LANGUAGES

Français  
C2

**English**  
B2- IELTS

German  
B1

Mandarin  
A1.2

### SOFT SKILLS

Adaptation

Versatility

Curiosity

Rigour

Decision-making

Creativity

Open-mindedness

### PERSONAL XP

Workaway centre  
méditation (UK)

Clean Walks

Roadtrip in USA,  
15 cities

1 month in  
Beijing

### HOBBIES

*Swimming*

*Scuba diving*

*Dance*

*DIY furniture, déco*

*Yoga*

*Hiking*

*Fitness*

*self-hypnosis*

*Meditation*