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SUMMARY:

A highly organised and multidisciplinary individual with extensive experience in Online Merchandising and a great knowledge and understanding of some of Online Retail's leading platforms: Venda, IBM Websphere, Hybris, Rich Relevance.

A few months ago, I decided to take a career break and spend more time with my young son.

I am now looking to resume my career and find new opportunities to work with talented individuals, make an impact on stimulating Online Merchandising projects and keep learning everyday.

WORK EXPERIENCE:

The Book People (Godalming, Surrey)

April 2014 – January 2015

Online Merchandising Executive (Non-Fiction books)

Ecommerce Platform: *IBM Websphere*

Promotions and content targeting: *Rich Relevance*

- Briefing content to the Digital Designers (using Kanbanize) according to the merchandising calendar; providing copy, assets, pricing and promotional message.
- Using the Web Platform Content Management System (CMS) to schedule the designed and approved features (HTML and CSS code included).
- Contributing to campaign concepts, finalising brief and communicating to the wider team.
- Monitoring performance during campaigns and producing final reporting.
- Driving sales through innovative and well targeted promotions:
 - Running promotion ideas through marketing, stock teams and head of Ecommerce.
 - Setting promotions in the platform's promotion engine.
 - Monitoring and reporting (Google Analytics or Websphere Core Metrics).
- Optimising On Site Search: Monitoring visitor searches and testing for new titles.
- Optimising product placement based on new release schedule, current sales trend (analytics), stock levels, marketing plan...
- Website testing and liaising with the Development Team (off-site).
- Ensuring Customer Service queries are dealt with and resolved in a timely manner.
- Reviewing product descriptions provided by copywriting team to ensure the key selling features are highlighted.

Superdrug Plc (Croydon, England)

August 2010 – March 2014

Online product and promotion coordinator (Cosmetics, Fragrances, Beauty Electricals)

Ecommerce Platform: *Venda, re-platforming project to Hybris*

- Executing the launch of monthly promotional events (renewal of the company's entire promotional offering each month).
- Brief and coordinate the launch of supplier funded microsites, brandshops or page features (banners and Espots). The progress made in this area has helped the Online Buyers secure a significant increase in supplier income.
- Chase assets and set products up efficiently in the Web Platform. Since 2010, Superdrug.com increased their range of products from 8,500 to 12,500 products. I played a key role in achieving this objective by making the processes in place more efficient (automations, tighter deadlines...).
- Monitoring sales, conversion (using Google Analytics) and stock availability. Flagging and following up issues to the Supply Chain Department. Availability has increased from 96% in 2010 to 98% currently as a result.
- Optimising products and promotions placement on key landing pages to maximise conversion.
- Setting discount codes mechanics. From October to December, during the key Christmas period, Superdrug runs up to 20 different code promotions. I was been responsible for setting these promotions up, monitoring them and ensuring their smooth running.
- Conducting detailed ad-hoc analyses when required and presenting data to other colleagues in a clear and structured way.

- Ad-hoc support of Superdrug replatform (from Venda to Hybris):
 - Detailed documentation of processes
 - Support IT with data transfers
 - In depth testing of the new platform

Forbidden Planet (London, England)

April 2009 - August 2010

Buying and Merchandising Assistant in the Books, DVD and Audio department

Retailing system: Futura/Epos

- Assisting buyers with purchase orders administration.
- Determining re-order quantities for the DVD product group.
- Creating and maintaining accurate inventory records:
 - Managing US and UK monthly item loads in liaison with the IT department
 - Weekly data checks when items are delivered to the company's warehouse
 - Ad-hoc amendments
- Weekly reporting: Best sellers report, Warehouse stock, negative stock y store, internal branch transfers.
- Ad-hoc reporting (using Futura) for the buying and merchandising manager.
- In-charge of the **returns program**:
 - Managing all steps from ranking overstocked products to chasing credit notes issued by suppliers
 - Implementing new methods and improving the overall efficiency of the process
 - Working with the IT department to develop a returns module
- Supervising internal branch transfers (IBTs).
- Monitoring stores compliance to requested stock re-counts, return shipments, gift voucher handling procedures.
- Liaising with store personnel.

Amazon.co.uk (Slough, England)

December 2007 – December 2008

Buying & Inventory Analyst for the Books team (1 month through the Christmas trading period)

Buying & Inventory Analyst for the DVD team (11 months)

Systems: Amazon in-house returns portal and ordering system. Cognos. Other in-house.

- Helping improve the fast track in-stock percentage by chasing Out Of Stocks (OOS)
- Producing the weekly reporting of the department. (Report including availability figures, inventory value and health, impact of the main OOS cases, procurement issues reducing margins...).
- Identifying and solving the underlying problems for OOS cases: demand spikes, suppliers shortages, unprocessed deliveries at distribution centres, deleted titles, product information issues and electronic ordering issues.
- Placing top-up POs when required.
- Chasing open purchase orders and inquiring about order rejections. Updating systems accordingly to improve accuracy of the website's availability messages.
- Assigning "tickets" to external teams when issues cannot be solved solely by the buying team
- Keeping unfilled customer demand to a minimum for every distribution channel.
- Protecting margins by identifying titles with negative CP (Contribution to Profit) or switched to drop-ship (direct delivery from vendors to customers at a more expensive cost for Amazon)
- Chasing incoming POs for Not Yet Published (NYP) titles before the release date and make sure that distribution centres can cope with important deliveries.
- Managing the return process for carrier damaged, warehouse damaged or customer damaged products:
 - Raising return authorisation requests of goods, submitting them to the suppliers and processing through Amazon's systems once authorisation has been received
 - Informing the forecasting team of outbound stock movements resulting from this process
 - Improving efficiency of the process

Tasks specific to the position within Books department:

- Improving pricing accuracy:
 - Checking Purchase Discounts on “Promotional” and “Not Yet Published”
 - Amending incorrect costs on orders
 - Liaising with vendors as appropriate
- Helping solve Problem Tickets for Fulfilment Centres and Customer Services.

EDUCATIONAL BACKGROUND:

- Business School of La Rochelle (ESC), (France) **2003-2007**
International Business Masters degree
- University of Düsseldorf (Germany) **March – August 2005**
Erasmus Exchange student for 6 months at Fachhochschule
- Training course for HEC, St Lô (France) **2001-2003**
Preparation for entry exams for business schools
- Baccalaureate in Economics (equivalent to A levels), Cherbourg (France) **2001**

LANGUAGES AND OTHER SKILLS:

- **French** : Native
- **English**: Fluent
- **TOEIC score**: 960 out of 990
- **German**: Advanced level

- HTML5, CSS3, Bootstrap framework, Adobe Creative Suite, Dreamweaver
- Microsoft Office
- Rich Relevance, IBM Websphere, Venda, Hybris, Cognos, Futura

INTERESTS:

- DSLR Photography, Graphic Design and Arts
- Tennis

REFERENCES: Available upon request