



Alban JAMESSE

ECOMMERCE MANAGER

28 rue de Morschwiller – 68460 LUTTERBACH – Alsace – France

27/01/1984 (34 yo) – Engaged

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Skills

Ecommerce : Conversion and profitability oriented for the customer experience.

Analytics : Tagging, creating KPI, analysing causes en effects with a lots of tools.

Technical : Front office development (*html, css, JS, responsive*), back office development (*php, API*).

Experiences

Ecommerce Manager _ @Jardiforet.com _ 2012 – Present (*More than 5 years*)

I took a small ecommerce website, and have made a true ecommerce website which is one leader on his market, without any technical or marketing investment.

In 3 years the turnovers was **multiplied by 22**, and **conversion rate by 2**.

The website is monthly profitable since December 2012, helped by a rationalization of all ecommerce process.

Nowadays Jardiforet.com is the leader for Automower sales (*the Husqvarna's robotic mower which represents 80% of mower sales in the world*) in France and Belgium.

Traffic Project Manager _ @JetPulp _ 2011 – 2012 (*1 year and few months*)

I enhanced visibility (SEO, SEA) of many ecommerce and editorial projects with only one aim : increase conversion rates and cost-effectiveness.

Founder _ @L'Alsacien Gourmand _ 2008 – 2010 (*almost 2 years*)

I created from scratch an ecommerce website of regional products.

The site has met a success exceeding my hopes and the time I had to allocate.

Nowadays the brand was reborn with my brother who has opened a restaurant which is also successful (*Regional best restaurant according Tripadvisor*)

Webmaster and project manager _ @Atlantis _ 2009 – 2010 (*1 year and few months*)

I was managing a set of 12 websites dedicated to the recruitment of new customers.

I also was managing the project of development for a command website for enroled customers (*specifications, deliverables validation*).

Formations

2008 - Licence in ecommerce and remote customer relationship (I graduated top of the class)

2007 - BTS in commercial management

Interests

#internet #new tools #iot #tech informations #startups #hashtags