



Alban JAMESSE

## ECOMMERCE MANAGER

28 rue de Morschwiller – 68460 LUTTERBACH – Alsace – France

27/01/1984 (34 yo) – Married

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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 (6 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 #fintech #tech informations #startups #hashtags