

RAPHAEL SHARMA

Global eCommerce and Marketing Executive



Summary

Develop and execute eCommerce strategy for global clients. Combine strategic insights, retail experience, UX design strategy, and analytics expertise to present achievable vision and roadmap to C level executive looking for disruptive growth in eCommerce. Excel in fast-pace, dynamic and time sensitive strategic projects. Result driven with over 18 years of experience in retail and consulting industry.

Worked with these brands and businesses in last 12 years.

Anthropologie, Clarins, Nautica, New York & Company, Dr. Brandt, Sigma Beauty, Dubai Duty Free (UAE), Mr. Price (South Africa), Chain Reaction (Ireland) Ella Paradis, Thierry Mugler, David's Bridal, American Red Cross, Game Stop, Best Buy, Sperry Topsider, Saucany, Payless Shoes.



611-234-5678



contact@gmail.com



UPCVUP



8756 WoodLane Brive, UAE
DUBAI 18069



Career Highlights

January 1999
January 2002



Director of eCommerce
Surefit

February 2002
June 2008



Head of eCommerce
Anthropologie, Urban
Outfitters

July 2008
May 2012



VP of eCommerce
Empathy Lab
(now EPAM)

June 2020
Present



VP of eCommerce
Strategy & Marketing
Echidna Inc



Leadership Competencies

- Strategic planning
- Client Satisfaction
- Building team Mentoring
- SEM/SEO Marketing
- eCommerce platform migration
- UX Strategy
- Budget Management
- Maximising profitability
- Creative Strategy



Work Experience

VP of eCommerce Strategy & Marketing - Echidna Inc

June 2012 - Present

Key Profile: Shaped eCommerce strategy for worldwide clients worldwide, enabling them to grown online revenue. Build scalable professional services organization, directly managing P&L responsibility for consulting services for strategy and marketing offerings. With series of success in consulting and client management, was offered equity partnership in 2015.

- Consistently increased services revenue by crafting new service offerings, adjusting the pricing model and providing stellar client services to guarantee recurring revenue. New services resulted in 17% revenue growth for the agency with profit margins of 75%.
- Instigated and established new partnerships with different vendors to attract new clients.
- Spearheaded new custom BI product which allows the client executive team to identify KPIs related to their business and make the informed strategic decision towards user experience, product buying, promotional campaigns, marketing spend and campaign management. This product offering offers true value to the clients and brings monthly income to the agency with high profit margins.
- Successfully led strategic accounts which were intense, fast-paced global projects and needed a strong leader to manage remote teams, and disparate vendors.
- Developed business plans for startups and guided them to have optimized strategy towards eCommerce investments to enable them get more funding.

- Led Creative Direction for fashion and beauty clients who needed eCommerce leader to enable eCommerce experience without compromising on brand values.
- Collaborated with UX head on multiple projects to enable retail strategy in execution of customer experience.
- Hired and trained Digital Marketing team to help clients get better returns on marketing expense across SEO, SEM, Email and Social Marketing. Programs run by the team averaged 30-45% increase ROI, ensuring client satisfaction.

🕒 VP of eCommerce and Business Development - Empathy Lab (EPAM)

July 2008 – May 2012

Key Profile: Successfully transformed traditional marketing agency into one of the premier eCommerce agency who won international brands in a very competitive market. Ecommerce practice grew annual revenue by 68% and eventually helped the company to be sold for a huge profit to EPAM, which is global eCommerce technology company.

- Spearheaded Biz Dev efforts for the agency to win eCommerce clients, winning multi-million dollar accounts, competing against global established brand agencies.
- Provided Executive oversight as a strategic advisor for American Red Cross, which was 2 million dollar account.
- Identified the need for different type of Account managers to service eCommerce clients resulting in sustainable business. Developed key account executives to ensure client satisfaction.
- Creative directed the design and UX team for Clarins USA and worldwide launch.
- Instigated partnerships with different players in eCommerce platform market to develop new sales channels.

🕒 Head of eCommerce - Anthropologie, Urban Outfitters

February 2002 – June 2008

Key Profile: Achieved disruptive growth in eCommerce sales for Anthropologie, which influenced eCommerce strategy for other brands, under Urban Outfitters umbrella. Grew online sales for Anthropologie by 36% YOY, increasing the revenue share (of overall sales online and store combined) from 3% to 5%. Negotiated and persuaded Brand Presidents under Urban Outfitters umbrella to invest in eCommerce technology and infrastructure to yield long term growth.

- Proven record of successfully building the online channel with innovative features, functionality and delivering unique brand experience resulting in 36% growth in online revenue YOY.
- Worked with merchants and buyers on assortment plan for the eCommerce store, offering them new testing ground to test new products, effectively reducing risks and identifying hot selling items.
- Established process and templates for seasonal presentation for web merchandising. New process brought efficiency and streamlined workflow for different teams.
- Led end-to-end RFP and implementation process for successful re-platforming and re-design for Anthropologie and Urban Outfitters.
- Built award-winning Adwords programs yielding high returns on investment and was featured as the innovative retailer with top 20 best PPC programs in fashion retail category.
- Initiated International eCommerce sales strategy for Urban Outfitters by enabling roll out of Anthropologie International storefront in 23 different countries. It helped identify potential markets and make smart decisions about brand expansion.

🕒 Director of eCommerce - Surefit

January 1999 – January 2002

Key Profile: Accountable for P&L of B2C.

- Provided content to feature the product (furniture cover) for partner retail website.
- Managed online business P&L for Surefit.com
- Instigated a re-platform and two redesign for the company.
- Successfully managed marketing by initiating affiliate, email and search marketing.
- Worked with Call Center to manage orders coming through the online channel.



Qualification

- 🕒 **MBA - University of West London, UK**
Class of 1998
- 🕒 **MS - Chemistry, IIT Roorkee**
Class of 1995
- 🕒 **BS - Science & Education, Meerut University**
Class of 1994



Other Experience

Speaker in eCommerce conferences like shop.org, Internet Retailer. Wrote articles on eCommerce that were published in Internet Retailers.