

Simon Lilly

Growth focused ecommerce & digital professional with an analytical approach to delivering a return on investment and a genuine passion for improving the customer experience.

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EXPERIENCE

Head of Customer Experience — **LeMieux**, Hampshire

SEPTEMBER 2022 - PRESENT

Heading up the Marketing & Creative team at this Sunday Times Fast Track 100 equestrian retailer. Delivering a record peak sales period in 2022 and the 'best ever' seasonal launch in Spring 2023.

- Achieved significant double-digit sales growth across Autumn, Peak and Spring seasonal launches.
- Responsible for digital content across all marketing channels including print, web, social, email and paid media.
- Implemented their CRM program using MailChimp & Sweet Analytics.

Head of Digital — **Runderwear**, Dorset

JULY 2020 - SEPTEMBER 2022 - 2 YEARS, 2 MONTHS

Lead the sales and marketing team within this fast-paced small business to achieve record commercial growth results. Built out a highly capable team using in-house resources and best in class agency support for paid media and ecommerce development.

- Delivered triple digit sales growth over the last 2 years.
- Led the implementation of the new branding and Global-e rollout.
- Full budgetary responsibility for the sales & marketing channels.

Head of Digital — **Neal's Yard Remedies**, Dorset

AUGUST 2016 - JULY 2020 - 4 YEARS

Completed a turnaround of the ecommerce channel from negative like-for-like to +33% the following year. Created a best in class, award winning digital team combining ecommerce, development, digital marketing and customer care.

- Delivered a number of key strategic projects including a multi-channel customer loyalty scheme, single customer view and mobile app.
- Responsible for the full P&L, customer acquisition and digital marketing strategy for the web channel within the business.

SKILLS

Ecommerce
Digital Marketing
Strategy
Email Marketing
CRM
Customer Experience
Digital Content
Data & Analytics

LEARNING

Google Certified - Google Analytics 4 & Google Ads

Keyboard CEO - Do Lectures Writing your company into growth

Do Present - Do Lectures Learning to love public speaking.

Build a Winning Team - Do Lectures Creating the conditions to win

Makers & Mavericks - Hiut Denim Creative, Innovative businesses sharing tips and advice.

- Strategically lead the ecommerce expansion into the US market using the Shopify Plus platform and a start-up style agile project approach.

Senior Ecommerce Trading Manager — Fat Face, Hampshire

JUNE 2014 - AUGUST 2016 - 2 YEARS 3 MONTHS

Leading the ecommerce trading strategy to maximise sales, profits and stock management. Heading up product merchandising strategy for the core UK market considering historical sales, economic conditions, trends and competitor activity.

- Delivered annual ecommerce sales growth of 20% year on year through improved digital marketing, effective seasonal launches, product promotions and content marketing.

- Overall responsibility for the ecommerce and digital trading.

- Managed the UK and International Trading team of 15, made up of merchandisers, operations, digital marketing, analytics and content.

- Launched FatFace internationally into the US, delivering a multi-channel customer experience.

Head of Ecommerce — LUSH, Dorset

APRIL 2013 - JUNE 2014 - 1 YEAR, 3 MONTHS

Leading the strategic planning and direction of ecommerce within LUSH, defining and implementing the next generation of digital products. Improving the overall customer experience and growing sales.

- Delivered annual ecommerce sales growth of 22% year on year through improved merchandising, relevant content placement, seasonal promotions and targeted email marketing.

- Project managed and successfully delivered the new Lush website.

- Managed the UK and International Commerce team of 10, made up of developers, merchandisers and front-end designers.

- Responsible for a seven figure annual digital budget and full P&L.

INTERESTS

Running | Cycling | Yoga | Family

Regular distance runner with 2 ultras and 6 marathons now completed. I'm aiming to raise £1,000 this year for the homeless charity Big Moose.

I enjoy swimming, bodyboarding and cycling in and around beautiful Dorset. I've also rediscovered my love for yoga and practise daily.

A family man that loves to spend time with my wife, daughter (aged 14) and son (aged 16).

AWARDS

Excellence in Automation -
Dotties Email Awards

Best Ecommerce Campaign -
Dotties Email Awards

Business Team of the Year -
Fat Face

Best Online Retailer -
Which? Magazine

EDUCATION

University of Plymouth, BSc (Hons) Geography

SEPTEMBER 1995 - JUNE 1998

REFERENCES

Available upon request from:

LeMieux,
Runderwear,
Neal's Yard Remedies,
FatFace
& LUSH