



LORAINÉ HAMOUCH

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SKILLS

LANGUAGES

 native

 Fluent

 Intermediate

SOFTWARES

CMS



Analytics



Project management



Creation/language



HOBBIES/INTERESTS



Volunteer in a women's health association

Fitness | Formula 1 | Cooking

WORK EXPERIENCES



Product owner E-Commerce 2023 - now - permanent contract

Discovery

- Gathering, analysing and prioritising the functional requirements of the marketing, sales and customer service teams
- Proposal for product development

Product

- Write User Stories + acceptance tests
- Maintain, manage and prioritise the backlog
- Coordination with the tech and marketing teams
- Follow-up of tickets, testing and validation of developed tasks
- Setting up AB/Tests
- Setting up performance, quality and satisfaction indicators + analysis
- Communicating ideas and developments by producing regular demos + supports

Projects undertaken

- Opening of an e-commerce press outlet for Veepee and E.Leclerc
- Development of an e-gift card for the Viapresse.com website
- Development of a new mobile payment module - TapBuy
- Migration of Consent Management Platform
- CRO optimisation
- Implementation of a data studio in collaboration with the analytics agency
- Maintenance of e-commerce sites

not your girl

E-Commerce Project Manager 2021 - 2022 - 1 year

- Website: CRO strategy, cross-selling, e-shop analysis and reporting via Google Analytics and Shopify, product catalog management and sales promotion, continuous optimisation
- SEO: audit, semantic analysis, page speed optimisation, Title/Meta/Hn structure tags, devices compatibility, EAT optimisation, monitoring of search engine positioning and top queries
- Project management: communication plan for the opening of the department store at Galeries Lafayette Rennes, shooting + communication plan for the spring/summer 2022 collection
- Influencers: monitoring fashion influencers, analysis and reporting on the impact of partnerships
- Logistics: analysis of returns, stock management
- Newsletter: weekly content creation, acquisition strategy, KPI analysis and reporting

TBS group

Digital Marketing and Communication Project Manager 2020 - 2021 - 1 year

- Websites: redesign of the group's websites in cooperation with the developers (for the English and French websites)
- SEO: in cooperation with the agency: page speed optimisation, Title/Meta/Structure Hn tags, creating SEO-friendly articles for the Group's websites
- Newsletter/Emailing: weekly content writing for the group's customers, advertising space management, KPI analysis and reporting
- PR improvement in cooperation with the agency
- Internal communication: monthly newsletter content, video editing, internal events

EDUCATION

Master's Degree - E-Business & Digital Transformation 2022

Double degree EDC Paris Business School and Efrei Paris

Bachelor's Degree - E-Commerce & Digital Marketing 2020

Combined Honours Degree

Double degree IUT Evry Val d'Essonne and Efrei Paris

Two-year technical degree in Communication 2019

Sainte Marie Bastide - Bordeaux