

Ludovica Cavallet E-Com Project Manager

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SKILLS

E-Commerce Management	Program Management
Team Management	Product Management
Change Management	Stakeholder Management
Data Analysis	Marketing Strategy

SUMMARY

Experienced Project Manager with a focus on leveraging **E-commerce platforms** as products to enhance **user experiences** and drive **strategic growth**. Demonstrated success in overseeing diverse projects from concept to launch, emphasizing optimization of online operations and continuous improvement of the customer journey. Skilled in coordinating **cross-functional** teams and vendors to achieve operational excellence within budget and timeline constraints. Passionate about utilizing **data analysis** and **stakeholder** feedback to drive product enhancements and elevate the E-commerce experience.

IT & SOFTWARE SKILLS

E-Commerce (Prestashop, Magento, WooCommerce, Shopify)

Project Management (Asana, Trello, Monday, Jira, Confluence and similar)

MS Office

Google Suite (GA4, Ads, Looker Studio, Search Console)

CRM and Email Marketing (Agile CRM, ActiveCampaign, Mailchimp, and similar)

CRO Tools (Hotjar, CrazyEgg)

SQL - Beginner

HTML, CSS, JS - Beginner

Bootstrap - Beginner

Facebook Manager

PROFESSIONAL EXPERIENCE

- D2C E-Commerce Operations Lead, ROLAND EUROPE GROUP**

Main fields: E-commerce Management, Operations Management, Brand, and Digital Strategy.

Main brand: Roland Cloud (rolandcloud.com) | Previously V-MODA (v-moda.com)

 - Spearheaded the end-to-end management of multiple E-commerce projects, focusing on product strategy, user experience optimization, and operational efficiency.
 - Utilized data analytics and stakeholder feedback to identify and address pain points across the customer journey, driving continuous improvement initiatives.
 - Collaborated with cross-functional teams and external partners to develop and implement customer-centric omnichannel programs, ensuring seamless integration and consistent brand experiences.
 - Led E-commerce fulfillment operations and managed third-party relationships to ensure optimal performance and ongoing optimization.
 - Stayed abreast of industry best practices to deliver cutting-edge E-commerce experiences and meet evolving customer expectations.

05/2023 – present

Milan, Italy
- MarTech Project Manager, ROLAND EUROPE GROUP**

Main fields: E-commerce Management, Product Management, Brand, and Digital Strategy.

Main brand: V-MODA (v-moda.com)

 - Oversee all E-Commerce and Brand related activities by coordinating the internal teams and vendors involved (Marketing, Customer Care, Supply, Web Dev Team, others).
 - Prepare marketing reports for C-level executives. Propose and implement digital initiatives based on marketing results.

07/2020 – 04/2023

Milan, Italy

- Design new internal processes to manage daily operations more efficiently.

Senior Digital Consultant, OVERTURE

Main fields: Change Management, Digital Transformation, Digital Marketing, Digital Strategy

Main clients: EY, Boffi, Arcturus Group, Pillarstone

08/2018 – 07/2020

Milan, Italy

- Understand and translate clients' needs into implementable business solutions to enable long-term success and business integration.
- Conduct user review sessions and stakeholder agreement meetings on the newly designed business processes.
- Implement programs to prepare the organization for the new business processes.
- Shape the new strategy to support transformational change programs and execute change plans.

Project Manager & Account, AKQA

Main client: Whirlpool (including Indesit, Hotpoint, KitchenAid).

01/2018 – 08/2018

Digital Project Manager & Account, CHEIL ITALY

Main projects: Samsung Wearable & Accessories; CRM "Samsung Members" mobile app.

05/2017 – 12/2017

Milan, Italy

Digital Project Manager & Account, QMI INTERACTIVE

Main clients: Poste Italiane, Sky

01/2016 – 05/2017

Milan, Italy

Business Development Executive, ALPHA INTERNET VENTURES

Main project: Website not live anymore - similar to TreatWell

01/2015 – 07/2015

Barcelona, Spain

Customer Service Specialist, THE LEVEL GROUP

Online stores: Woolrich, Baracuta, WP Store

12/2013 – 12/2014

Milan, Italy

Project Manager Assistant (Internship), UNDP

Project: "Institutional Strengthening of the Dominican Chamber of Deputies"

07/2013 – 12/2013

Santo Domingo,
Dominican Republic

LANGUAGE SKILLS

- Italian - Native
- Spanish - Highly Proficient
- English - Full Working Proficiency
- French - Beginner

CERTIFICATIONS

Lean Six Sigma - Black Belt
2024

Leading transformations: Manage change
2022

SheCodes: Introduction to Coding
2021

Udemy: SQL for Beginner Data Analysis
2021

Google: Google Search Ads; Google Display Ads; Advanced Analytics
2020

Become a Product Manager
2022

EDUCATION

MSc in 'Economics and Management of Public Administration and International Institutions', Bocconi University

2011 – 2014
Milan, Italy

MSc in "Human Rights and Humanitarian Action", SciencesPo
Double Degree Program

2013 – 2013
Paris, France

Exchange Semester, Vysoká Škola Ekonomická

01/2011 – 06/2011
Prague, Czech Republic

BA in 'Economics and Management in Arts, Culture and Communication', Bocconi University

2008 – 2011
Milan, Italy