

THIBAUD ROOSE

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Accomplished Ecommerce leader, with 10+ years of experience in driving expansion and customer engagement for premium consumer brands. Creative, team driver, and resilient, mastering analytics and marketing activation, I steer optimization of all digital shopping experiences, driving efficiencies, consumer purchases, and double-digit growth.

PROFESSIONAL EXPERIENCES

ANDROS FOODS NORTH AMERICA, New York, US

Senior Ecommerce Manager - Bonne Maman Brand

June 2022 – Present

- Own the P&L for the online direct-to-consumer business activity of the Bonne Maman brand in Northern America, monitoring, planning and analyzing growth and inventory, driven by profitability targets.
- Lead the Ecommerce marketing strategy, to drive retained and acquired traffic and conversion on bonnemaman.us (direct-to-consumer portal). Tactics include performance marketing, social, influencer, and affiliate marketing campaigns, driven by a target result of 25% decrease in blended Cost Per Acquisition (CPA) and a 19% increase in Average Order Value (AOV) YOY.
- Manage and continuously improve the website to enhance the consumer journey. Tactics include SEO, visual merchandising, integrating digital payment options, plus building a frictionless user experience on site, incl. product detail pages and checkout.
- Strategically manage and influence partnerships with marketing, performance and social media Agencies. Define goals, build briefs and empower partners to drive results, through the implementation of efficient communication and reporting. Work with 5 different partners, including two international ones.
- Lead the implementation of supply chain management initiatives, resulting in a 20% reduction in Cost Of Goods Sold and enhanced process flexibility, directly boosting Bonne Maman's bottom line revenue.

MADAM GLAM NEW YORK, New York, US

Ecommerce Director

July 2021 – June 2022

- Built the sales and marketing strategy for the Madam Glam beauty brand, which is distributed online and DTC only. Resulted in +14% YOY growth, including a large increase in recurring customers (monthly subscribers).
- Developed strategic growth planning for the ecommerce platform, including goals on customer loyalty, profitability and website performance. Tactics included CRM activation, VIP program, promotion calendar, monthly product reveals, and customer experience personalization.
- Drove annual media planning with team and partners to build awareness and engagement towards the brand, with a big emphasis on acquisition strategy enabled by Meta Ads, Google Ads and Share A Sale. KPIs included Cost Per Acquisition (CPA) that remained on target, plus Lifetime Value (LTV) that significantly increased.
- Managed, trained and empowered a team of 21 people, including Marketers, Creative Designers and Operation managers. Provided clear guidance on strategy, operations, planning, and goals to help the team executing efficiently, and enable them to bring ideas to generate more performance.

MADAM GLAM NEW YORK, New York, US

Ecommerce Manager

March 2020 – June 2021

VOLKSWAGEN GROUP FRANCE, Paris, France

Senior Product Marketing Manager

September 2017 – September 2019

- Directed the Go-To-Market strategy for the full SUV range and established strategic positioning that fulfilled requirements.
- Analyzed customer behaviors and market trends, and negotiated pricing with headquarters to improve market positioning.
- Led preparation of monthly business action planning to present to Leadership.
- Created B2B and B2C marketing plans to promote strong product awareness.
- Owned production of product feature documentation and hosted 2 press conferences.

Product Marketing Associate

December 2015 – August 2017

- Project leader for the deployment of a new e-technology for Volkswagen vehicles (Connected Services).

Business Analyst

November 2013 – November 2015

EDUCATION

MASTER OF SCIENCE – M.SC. IN BUSINESS AND MARKETING

2013 – 2015

Montpellier Business School, Montpellier, France

BACHELOR'S DEGREE IN QUALITY AND CONTROL

2010 – 2013

Université de Savoie, Annecy, France

KEY SKILLS

| Languages | Technical Skills | Volunteer | Key Skills |
|---|--|---|--|
| - French (native) - English (expert proficiency) | - Microsoft Excel & Visual Basic - Hubspot, Klaviyo, CRM - Google DV360, Facebook Business Suite, SEO/SEM, Google Analytics, Shopify | - New York Cares Program Interests - Soccer, Tennis, Sailing, Skiing | - Strategic thinker - Strong presentation skills - Roadmap Strategy - Go-to-market planning |