Eva Sánchez

Ecommerce & Marketplace Manager

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EXPERIENCE

Business Developer & Growth Consultant (Remote)

Freelance - August 2025 - Currently

Business Developer helping companies grow by optimizing strategy, unlocking new revenue streams, and building high-impact partnerships. I combine market analysis, sales strategy, and funnel development to drive scalable, measurable results across products and services.

Key results and focus areas:

- Premium villa rental business: +34% direct bookings YoY over six low-season months (Sep 2025–Feb 2026), with no budget for structural change.
- Rebuilt email as an acquisition channel, increasing open rate from 8% to 25% (3.1x).
- Designed a human-in-the-loop outreach automation (Google Apps Script + AI qualification and drafting, every email approved by me): 500+ European travel agencies approached in the first month.
- Business development and B2B/B2C growth strategy; sales funnels, revenue optimization, partnerships, market analysis, direct bookings and OTA performance.

Online Accounts Manager (Hybrid)

Camper - Sept 2023 - October 2025

- Led global e-commerce strategy for Tier 1 marketplaces including Farfetch, 24S, Galeries Lafayette, YOOX, and Giglio, optimizing listing quality, backend keywords, and compliance to drive brand performance and account health.
- Managed Kids footwear category across e-commerce platforms, monitoring inventory to prevent stockouts, optimizing assortment profitability, and addressing high return rates through data-driven adjustments.
- Collaborated weekly with Merchandising and cross-functional teams to align seasonal assortments, leveraging consumer insights for enhanced discoverability and conversion.
- In 2024, turned market intelligence on classic ballerinas into doubled production, exclusive variations per luxury marketplace, a ~10% price increase and free banner visibility at 24S: ballerinas reached 170% of target, and every account I managed hit its €350K monthly sales target.
- Planned digital marketing campaigns across paid media, retargeting, social media and email, delivering triple expected CTR and surpassing ROAS and CVR KPIs.

Brand Specialist to Senior Brand Specialist (Remote)

Amazon AVS - Mar 2021 - Sept 2023

Promoted to Senior Brand Specialist after 2 years, ranking in the top 5 out of 300+ across the AVS organization. Managed 7 high-complexity accounts generating €50M+ in annual revenue across Pan-European markets (ES, IT, FR, DE, NL, SE, DK).

- Delivered +187% YoY net profitability on my top account by negotiating cross-country marketing packages and optimizing GMS, ROAS and CVR.
- Improved NetPPM by +444 bps YoY on one global brand's Spanish business through an always-on promotion approach.
- Ran 8 Amazon Spain brands through 5 Prime Days and 2 Black Fridays; 6 beat their targets. Prime Day 2023: +7% above Deal OPS target.
- Led DOTv2 adoption across the Europe offshore organization: trained 150+ people; adoption reached 84.9% in Oct 2022 (+4.9 pts vs goal). Named First Among Equals.
- Created and owned the Kamala Project: 6 brands, 1,703 customer contacts avoided and €41,000 interim savings in three months, then handed over to the Concessions team.
- Recovered €24,803 for a brand on a shortage claim open for three years.

Ecommerce & Digital Marketing Manager

Ekseption - Jul 2017 - Feb 2021

- Led an 8-person team in digital transformation, launched a new e-store, defined business plans, and negotiated vendor/logistics terms (€1M credit secured).
- Oversaw Farfetch and Lyst marketplace partnerships, optimizing processes, scalable infrastructure and inventory to prevent stockouts.
- Managed brand communication, rebranding, merchandising and campaign analytics, including SEM and paid media (ROAS, CVR), driving +18% sales growth and +26% order volume.
- Supervised CRM, technical e-commerce and UX improvements, creating SOPs and checklists for efficient workflows and strong customer support.
- Conducted keyword research and trend analysis to optimize listings and support new product launches.

Product Specialist

Beni Room - Oct 2014 - Nov 2016

- Planned each quarter's assortment on a €200K budget, using seasonal forecasts, stock levels, ASP, return and promotion rates.
- Conducted trend and competitor research, attending international trade shows (TRANOI, MOMAD, Paris Sur Mode) to inform product selections and launches.
- Negotiated supplier agreements and organized 10+ international sourcing trips, ensuring operational efficiency and alignment with e-commerce growth needs.
- Analyzed customer needs with external partners, optimizing assortments for discoverability and profitability in a low-digital-profile environment shifting to e-commerce.

TOP ACHIEVEMENTS

- Ballerinas at 170% of target at Camper (2024), with every managed account hitting its €350K monthly sales target.
- +187% YoY net profitability on my top Amazon account through cross-country marketing packages.
- Promoted to Senior Brand Specialist; top 5 of 300+ across the AVS organization.
- +444 bps YoY NetPPM on a global brand's Spanish business through always-on promotions.
- DOTv2 adopted across Europe offshore: 150+ trained, 84.9% adoption (+4.9 pts vs goal).
- Kamala Project: 1,703 customer contacts avoided and €41,000 interim savings in three months.

REMOTE WORK EXPERIENCE

- 3+ years fully remote (Amazon 2021–2023, freelance since 2025) and 2 years hybrid (Camper).
- Calls in European mornings (CET 08:00–12:00); everything else async.
- High ownership and autonomy in complex projects, delivering measurable impact.

SKILLS

- Cross-functional collaboration
- Forecasting & assortment planning
- Strategic negotiation & client relations
- High ownership & bias for action
- Data-driven decision making

TOOLS

- Excel & Google Sheets (pivot tables, formulas, dashboards)
- SAP, Magento, Prestashop, CEGID
- Google Analytics, Google Trends
- Tradebyte, Neteven and Cymbio

LANGUAGES

- English (C1 Cambridge)
- Spanish (Native)
- Italian (Basic, conversational)
- Indonesian (Basic, conversational)

EDUCATION

Advertising and Public Relations Degree
University of Alicante (2010–2014)

Sustainable Fashion and Trendsetters
Copenhagen Business School (2017) (course)