

# Christine Anserlian

E-Commerce Creative Specialist

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Swiss Work permit: B-Bewilligung



Hello, I'm Christine, and I am passionate of all things digital!

Originally from Beirut, I am an Experienced E-Commerce specialist with a history of working in the apparel and fashion industry in London. Skilled in Search Engine Optimization (SEO), Hosting Services, E-commerce Optimization, User Experience, and advertising.

By end of 2017, I moved to Zürich and since then I have been learning German at Migros Klubschule along with freelance work. I am a highly analytical and data-driven 'hands on' individual. Looking to join a growing company to develop, drive and implement it's digital platforms.

## EXPERTISE

Team Management  
Data Analysis  
Creative Direction  
Group Work  
UI / UX Design  
Social Media  
Problem-solving  
IT Service Management

## SKILLS

Magento/wordpress CMS



Mailchimp



PPC / SEO



Adobe Creative Suite

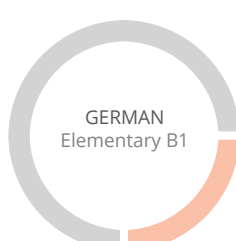
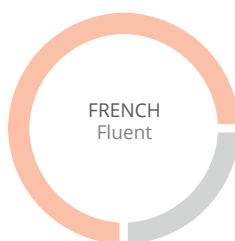


## EDUCATION

MA, Applied Imagination  
In The Creative Industries  
Central Saint Martins,  
University of the Arts  
London, UK  
2011 to 2012

BA, Graphic Design &  
Multimedia  
Notre Dame University,  
Beirut, Lebanon  
2008 to 2011

## LANGUAGE SKILLS



# EXPERIENCE

## E-Commerce Director

Parker Lane Group - [www.parkerlanegroup.com](http://www.parkerlanegroup.com)

2011 to 2017

- Develop, drive and implement overall e-commerce strategies to ensure revenue growth through increased customer acquisition and conversion.
- Manage and develop the company's B2B online websites to optimise new customer acquisitions, sales and brand experiences.
  - Develop and implement customer acquisition strategies, including: SEO, PPC, affiliate & social.
  - Maximising customer lifetime values and equity share while adopting new performance metrics.
  - Manage the annual marketing budget with regular review and reporting on ROI of each activity.
- Work closely with the IT team and outside suppliers on continuous improvements to the online channels and digital systems.
- Manage and work with the marketing team to promote engaging and exciting new product offers with the emphasis on seasonality and demand.
- Manage and work with the creative team to develop high quality shooting & visuals for online and offline use.
- Monitor closely sales team performances and targets based on leads generated by the online channels.
  - Oversee and support warehouse team with the supply chain processes.
- Develop and oversee the maintenance and operation of warehouse management systems and automated storage and retrieval systems.
  - Liaise with customers, suppliers and transport companies.

## Motion Graphics Designer

MediChannel

Beirut, Lebanon

2011

- Prepare design plan, concept and layout for animation projects
- Design and create enticing motion graphics for video deliverables
- Edit raw video footage and add effects/elements to enhance motion graphics
- Maintain up-to-date knowledge about latest graphic design techniques

Digital Designer Trainee  
Ethos Interactive [www.ethosinteract.com](http://www.ethosinteract.com)  
Beirut, Lebanon

2011

- Conceptualize art for print and digital designs
  - Improve existing designs
  - Perform usability tests

Graphic Designer  
Hibr.me / حبر لبناني ("Lebanese Ink")  
Beirut, Lebanon

2010

- Working on the publishings of the newspaper from first layout to delivery.
- Working closely with the copywriters and photographers.

## Exhibitions

PechaKucha Food Design  
London Metropolitan University

2012

Speaker at The International  
Conference on Designing Food and  
Designing for Food.

<https://bit.ly/2PFJMuK>

SALON Mashup

Shoreditch Town Hall, London

2013

Exhibitor at the Salon Mashup:  
Displacement + Regeneration

A multidisciplinary event exploring  
the themes of loss and resettlement  
from an Armenian perspective, and  
featuring exhibitions, installations,  
theatre performances, music, dance  
and film screenings.

<https://bit.ly/2EuayVM>

## PERSONALITY

Analytical Skills



Communication Skills



Technical Skills



Initiative Skills



Creative Skills



Time Management



## INTERESTS

Travelling



Cinema



Fitness



Food Design



Music



Theatre



## REFERENCES

References are available on  
request.