



MAGDA DANILOAIA

HEAD OF GROWTH

PROFILE

I am a business management & strategy consultant and entrepreneur with 8+ years experience working with various retail businesses, with extensive knowledge in e-commerce, innovation & brand strategy, partnerships & relationship building and operations and processes optimisation.

Having already established three companies I have a strong entrepreneurial spirit and I take pleasure in finding innovative solutions.

I equally enjoy strategy and implementation and I have a keen interest in and a deep understanding of sustainability.

QUOTED BY DRAPERS MAGAZINE & FORBES.COM

CONTACT DETAILS

Mobile | Whatsapp: +44 (0) 7718 787691 OR +40 (0) 725429040
hello@magdadanioloaia.com
<https://www.linkedin.com/in/magdadanioloaia>
86 Oxford Gardens, London, W10 5UW, London, UK
(British & Romanian dual citizenship)

SKILLS AND ABILITIES

TECHNICAL SKILLS

- In-depth understanding of e-commerce platforms (Magento, Shopify & Shopify Plus, Wordpress)
- Fluent in Google Analytics & PPC (Google, Facebook)
- Expert understanding of digital strategies for e-commerce
- Proficient Microsoft Xcel & Powerpoint (PPT)
- Able to build financial models (Cashflow, P&L, Balance Sheets)
- Other software: Hubspot & other CRM, Zedonk, Prodmode, Mailchimp, Adobe Creative Suite, Xero and FreeAgent

MANAGEMENT & LEADERSHIP SKILLS

- Project management & organisational skills
- Strong analytical & strategic & methodical planning skills
- Superior communication and interpersonal skills
- Strong leadership skills and ability to inspire
- Transforming challenges into opportunities
- Thriving in a fast-paced, result-oriented environment

INTERPERSONAL SKILLS

- Strong relationship building skills
- Stakeholder management, huge network of investors
- Excellent negotiation skills and legal contracting experience
- Confident public speaker at major events & conferences

EXPERIENCE

Head of Growth

Aequem.com - May 2018 - Present

The leading e-commerce platform for sustainable fashion, home & beauty in Europe, with 80+ independent labels

- Creating and developing the company strategy across all channels, adopting an lean strategy & methodology
- Identifying new opportunities that will drive growth and customer loyalty that align with the digital strategy
- Identifying and methodically implementing additional revenue opportunities to increase profitability; improving existing sales through redefining the customer experience
- Scouting and vetting key new suppliers for the platform, in line with the company's yearly targets and overall strategy; negotiating the most favourable business terms
- Vetting and building relationships with various partners (institutions and companies) focused on sustainability to accelerate results and growth; secured partnership with Conscious Fashion Campaign for UN SDG's
- Securing organic partnerships with major personalities (celebrities and influencers) through relationship building (Nina Kraviz, Leonie Hanne, Lily Cole, Marina Testino)
- Developing the PR & Marketing Strategy based on current analysis and fast-changing industry trends (Social Media, Email Marketing, Influencer Marketing, PR)
- Building financial models to validate the strategy, P&L and budgeting, financial analysis, projection reporting (OPEX / CAPEX)
- Regular platform performance analysis and ideation leading to innovative technical solutions (multiple stock management solutions via APIs, UX and customer journeys)
- Improving performance through regular reviews of KPIs and processes' optimisation across all online channels
- Organising and participating in external events to drive brand awareness (British Fashion Council, Conscious Fashion Campaign, UCL, KCL, St. Andrews University, Pure London)
- Public speaking on the subjects of sustainability and fashion at major industry events (Drapers Sustainable Fashion Conference, Pure London Trade Show) and top universities

E-commerce Omni-Channel Manager

Sophie Anderson | September 2018 - September 2020

Strategic digital planning, retail, wholesale, marketing & merchandising, customer service & email marketing

- Digital business development & partnerships manager
- International wholesales management (Nordstrom, Neiman Marcus, Anthropologie, Barney's, Harrods, etc.), including pricing, drops and seasonality strategy
- E-commerce manager, ideation and implementation of drops and offers to drive e-commerce sales (increased 1500%)
- Analysis and reporting of key KPIs to drive growth, optimise brand awareness and customer journey
- Strategically implementing features to increase email database (increased by 2000%)

Brand & Product Manager

Sophie Anderson | November 2017 - September 2018

Brand management, digital marketing, design & production management

- Initiating and executing the brand's transition from a global wholesale only label to an e-commerce brand
- E-commerce creative direction and project management for the transition to Shopify (UX and customer journeys)
- Redefining the digital strategy, including social media presence (200% increase in the Instagram audience)
- Establishing a direct email database, supported by social media competitions and other incentives
- Financial analysis, planning and projections for the successful investment raise of 250k (OPEX /CAPEX)
- Product management, logistics & production management for major US retailers (Nordstrom, Anthropologie, Barney's, Neiman Marcus, Shopbop, Net-a-Porter)

Managing Director

The Changing Factor | June 2015 - November 2017

Luxury leather goods label

STRATEGY & MANAGEMENT

- Market research, analysis and planning to create and develop the business strategy across all channels
- Brand positioning (values & ethos), market deployment strategy including costings, production management in IT and RO, operations, distribution, customer retention schemes
- Financial modelling to validate strategy (P&L, costings and budgeting, projection reporting (OPEX/CAPEX))
- Analysing fixed and variable costs and identifying solutions to improve margins by 30% and overheads by 40%
- Managing a team of ten and creating a bespoke training programme that increased staff performance by 60%
- Part of the largest free accelerator by NatWest, 10k investment

DIGITAL MARKETING & PR

- Omni-channel creative direction & strategy, developing the digital strategy, defining key KPI's and expected ROI's
- Building strong relationships with press, resulting in organic promotion in The Telegraph, Elle, Cosmopolitan, Idol
- Influencer marketing (several successful organic and paid campaigns)
- Social media strategy and management (Instagram, Facebook, Twitter, Tumblr, Pinterest) using different tools and analytics (Hootsuite, Later, Tweetdeck and Tailwind)
- Email marketing for B2B customers (buyers, editors, stylists, influencers) and B2C customers employing A/B testing for maximum results (MailChimp)
- SEO (on Wordpress and Squarespace), defining top keywords

SALES

- Acquiring 25 stockists across ten countries in under eight months exceeding original targets of two/month post launch
- Developing and maintaining a database of over 2000 buyer contacts worldwide
- Preparing all sales materials for new and existing stockists
- Preparing several B2B and B2C sale events such as private views, launches and pop-ups
- Negotiating contracts with stockists
- Analysing the e-commerce sale reports and finessing strategy

PRODUCT MANAGEMENT

- Created a collection noticed by The Telegraph, Vogue India, Cosmopolitan Italy and Idol magazines and won several grants
- Market research, concept development, product management and development (luxury leather goods & sustainable basics)
- Materials research, participating in trade events and conferences
- Maintaining relationships with suppliers and manufacturers (Italy, Romania and Portugal)

Product Manager

Bill Amberg | February 2014 - January 2015

Sole responsibility for design planning & product management for this eponymous British label

- Working directly with the Managing Director to ensure the best product offering, including for bespoke projects
- Product mix analysis and development
- Production project management with the UK factories
- Building and maintaining relationships with suppliers and manufacturers

Short Courses Administrator

London College of Fashion | April 2013 - September 2013

Delivering the programme (25 courses running 75 times a year)

- End to end project management for UAL Short Courses
- Tracking budgets and financial controlling
- Liaising with tutors and students, ensuring each course, running simultaneously is delivered on time and on budget

ACCOLADES

Appeared in ELLE, Drapers, Forbes.
Largest free Business Incubator in the world by NatWest
Mayor of London's Business Programme

OTHER INTERESTS

I speak fluent English and Romanian and conversational French.

I enjoy contemporary and modern art, film and music and road cycling, skiing & tennis.

I am interested in current affairs, particularly climate change and sustainability and matters of diversity and inclusivity.

ACADEMIC PROFILE

University of the Arts London, LCF, London UK

BA (Hons) Cordwainers: Product Design and Innovation
Class of 2013

National College Nicu Gane, Falticeni, Romania

IB Score 9.53/10, Mathematics - Informatics
Class of 2009