Mathilde Kermel
Product Owner - Product Manager

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With 7 years of experience in B2B & B2C E-commerce. I have a proven track record in project management, successfully managing multiple projects from conception to completion. I excel in guiding teams towards success by effectively managing and prioritising projects.

Work Experiences

Product Owner - Product Manager Freelance   Apr. 2023 - Present
Mathilde & Co - FR

Gap Year   Sep. 2022 - Jul 2023

Convertir a van into a campervan. Roadtrip in France, Spain, Austria and Switzerland.
See the Project

Senior B2B E-commerce Manager   Apr. 2019 - Aug. 2022
Bollé Brands - Lyon, FR

Product Owner and Product Manager of 2 B2B platforms.
Launched successfully 2 global B2B platforms in 2 years.
Product Backlogs and Testing plan management.
Creation of dashboards, KPIs monitoring, internal communication.

Bollé Brands B2B Website was successfully launched with over 30% of sales in volume being placed on the B2B by the end of the 2nd year.

Digital Marketing and   Sep. 2017 - Nov. 2018
E-commerce Manager

Apidura - London, UK

Product Owner and Product Manager of apidura.com : project conception, creation, development, end to end testing, launch, and product backlog.
UX improvements: Daily management of the B2C and B2B. Implement new functionalities, testing, create and upload content.
Creation of a measurement plan. Definition of the business goals and objectives, and reporting on KPIs.

Apidura's website was successfully launch by September 2018. By the end of 2018, we saw an increase of 20% of organic traffic to the site.

E-commerce Executive   Jun. 2015 - Sep. 2017
Musto - London, UK

Brief and/or create, upload and build new content
User Experience: Website testing, optimisation and implementation.

Skills

Digital Project Management
Digital Product Management
Scrum
UX
E-commerce
Analytical Skills

Tools

Trello - Jira - Asana - Notion
Miro
Figma
Photoshop
SFCC - Wordpress - Wix - Squarespace

Degree

IDRAC Lyon Business School
2008- 2014
Master in Marketing and Digital Mgt

Adventures

Greece - Cycling from Annecy, France to Athens Greece - 2850km sur 35 jours.
Cycling the length of Wales - Bikepacking from Colwyn Bay to Cardiff - 300km in 3,5 days.
GR70 - Solo self-supported hiking trail.

Sports

Cycling - Surfing - Windsurfing - Trekking - Skiing - Yoga