



Benjamin van Kooten

E-Commerce professional

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Connect

Message

ECOM XP

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About

E-Commerce professional with more than **11+ years** of B2C experience within international global lifestyle brand organizations. Passionate about E-Commerce trends and developments.

I am a motivated, creative, social, team-work oriented, data- and result driven individual with the know-how in the field of **CRM, Loyalty, CS, CMS, NPS, SEO, CRO, SCRUM and CX**.

Experience



Founder · Freelance E-commerce Expert

Ecom XP

Oct 2023 - Present

Available as a Freelance E-commerce Expert to consult and guide with on-site digital topics. Ready to support and share the knowledge which I have gained over 11+ years of experience in several areas within the E-commerce landscape.

Ready to help accelerate and support your business in the following areas:

- Product Owner
- Customer Experience E2E Journeys · CRO
- Content Strategies · CMS · Migrations
- CRM · Membership & Loyalty
- Customer Service · NPS
- Project management



Product Owner E-Commerce

PVH (Tommy Hilfiger & Calvin Klein)

Dec 2021 - Present

- Elevated the TH PLP complete redesign
- Initiated multiple positive test initiatives that resulted in +€20M annual revenue
- Indexable SEO Filters +€5M annual revenue



Calvin Klein

- Fully responsible for the Mid-funnel areas of Tommy and Calvin Klein and continuously delivering
- an engaging and elevating end-to-end consumer experience through the entire journey. (PDP, PLP, Filters, Menu Navigation, Internal search, XO and Fredhopper, SEO, Header and Footer)
- Managing the SCRUM team of 3 FE devs, 1 BE dev, 2 QA engineers and 1 automation tester.
- Clear goal setting and defining the product vision to reflect the company-wide OKRs.
- Responsible for full-stack AB test developments to initiate and validate experiments.
- Own a transparent prioritized backlog in clear user stories to ensure the business goals
- are developed in a timely manner w/ clear guidance for our developers.
- Stakeholder management between all teams business teams & vendors.
- Enhanced the E2E journey for the Tommy Together Membership & Loyalty program



User Experience Manager / PO

Body&Fit

Mar 2020 - Nov 2021 · 1 year 9 months

- Launched +60 A/B tests which have led to multiple webfeatures + CR increases
- Freshworks migration + knowledge base
- Support in 7 new market expansions



- Heading up the optimisation team and fully responsible for enhancing and continuously optimizing the customer journey on-site A/B testing using Optimizely, GA & ContentSquare.
- Accountable for supporting the design and delivery of the strategic technology roadmap for the core e-Commerce website platform, ESP and new tools/features to the landscape.
- Own and maintain a transparent prioritized backlog in clear user stories to ensure the business goals are developed in a timely manner w/ clear guidance for our developers.
- Close collaboration with stakeholders and vendors to create a pipeline of innovations which drive the business forward ensuring the plans that support the technology goals and vision.
- Manage the innovation programme and add new webfeatures into the developmental roadmap.

Product owner E-commerce

Mar 2020 - Nov 2021 · 6 months

- Accountable for supporting the design and delivery of the strategic technology roadmap for the core e-Commerce website platform, ESP and new tools/features to the landscape.
- Own and maintain a transparent prioritized backlog in clear user stories to ensure the business goals are developed in a timely manner w/ clear guidance for our developers.
- Close collaboration with stakeholders and vendors to create a pipeline of innovations which drive the business forward ensuring the plans that support the technology goals and vision..



Senior Specialist Site Operations

adidas Group (adidas & Reebok)

May 2017 - Feb 2020 · 2 years 10 months

- NPS Recovery project
- SDL Tridion system improvements
- Enhanced navigation tool reduced 60% manual effort + error free.



- Guide + train teams to adopt best content practices, by sharing UX knowledge based on AB test results with stakeholders in close collaboration with UX dept to improve on-site quality.
- Advice in system improvements and functionality roll-outs and optimizing processes.
- Involved in new web features and system rollouts to ensure optimal usability for endusers.
- Taking the lead in overall site and app operations. Responsible for premium-quality content delivery, testing and monitoring for all 38 WE adidas & Reebok websites. with SFCC + Tridion.
- Responsible for the end-to-end flow of our NPS project w/ Clicktale + Medallia & JIRA. Tracking on-site issues, solving operational defects, distribute tickets to respective teams, monitor real-time campaigns and creation of dashboard for all teams + hand-over to CS.
- Documentation of CMS tool usage. (SFCC + SDL Tridion + Firebase app CMS)
- Heavily involved in the CMS Migration from Salesforce Commerce Cloud to SDL Tridion.



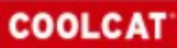
E-Commerce Coordinator

Calvin Klein

Feb 2016 - Apr 2017 · 1 year 3 months

- Denim fit guide implementation
- IBM Websphere > Coremedia Migration
- Managing site + CRM for 25 countries

- Manage front-end website content UI/UX
- Fully responsible for the E-mail channel + CRM Roadmap from A to Z
- E-mail performance AB testing and improving KPIs + e-mail journeys using SFMC.
- Responsible for briefing, implementing, testing, monitoring, deploying and analysing online content + email activities 25 EU sites with IBM Websphere, Coremedia & Adobe Omniture.
- Stakeholder management with LT, legal, dev, marketing, branding, buying and 3rd parties for all on-site and e-mail touchpoints based on data, trading and marketing insights.
- Heavily involved in the CMS Migration from IBM Websphere to Coremedia.



E-Commerce Employee

CoolCat Fashion BV

Aug 2014 - Jan 2016 · 2 years 2 months in total

Feb 2013 - Aug 2013 (*internship*)

- Written all SEO copy for the website
- Innovated multiple e-mail templates
- Marketing communication thesis

- Responsible for all the content implementation for the CoolCat webshop with Magento.
- Creation, implementation and analysing a variety of e-mail activity with Copernica + GA.
- Coordinating product go-live process for all product articles + develop cross-upsell opportunities

± 2 years of sales experience

Education



Hogeschool van Amsterdam

Bachelor business administration [HBO]

2010 - 2014

Minor Management Creativity and Innovation

2013

Propaedeutic Commercial Economics

2012

Achievements

- '13 - Sustainability report LaPlace - 1st place
- '11 - Bevrijdingspop Marketing plan - 1st place
- Multiple business reports for existing clients

HAVO · Christelijke Scholengemeenschap Buitenveldert - '07 - '10

HAVO · Linnaeus College Haarlem Spaarne - '05 - '06

Skills

Campaign Management

Content Management

Web analytics

E-mail marketing

SEO

Blogging

Strategic marketing

Agile

NPS

Copywriting

QA

CRO

A/B Testing

Customer journey

Stakeholders

Excell

CMS

Documentation

Leadership

SCRUM

Systems

Salesforce - Demandware

SDL Tridion

IBM Websphere

Magento

Coremedia

Wordpress

Salesforce - Marketing cloud

Canopy Deploy

Copernica

Optimizely

XML

Monetate

Adobe Analytics

Google Analytics

Contentsquare

MS Office

Medallia

Jira

Confluence

Asana

Freshworks

Firebase

XO

SEINō

SAP Hybris

Fredhopper

Canva

Strengths

Analytical

Communicative

Creative

Soft skills

Organized

Team player

Leadership

Languages

Dutch ● ● ● ● ●

English ● ● ● ● ●

Ghanaian ● ● ● ● ●

French ● ● ● ● ●

Spanish ● ● ● ● ●

Interests

Fashion

Martial arts

Music

E-commerce

Traveling

Family

Podcasts

Sneakers

Fitness

Food

Good to know

One month notice period

Full time available

Driving License B

Sense of humor