

Strunin Nikita Igorevich

Born July 13, 1996

+7 (917) 522-83-12

strunin_n@mail.ru

Moscow, Russia

Open to relocation and business trips

E-Commerce Manager (Digital Shelf, E-Activation)

About Me

E-Commerce and Digital Activation Manager with 8+ years of experience, including a 7-year track record of promotions at L'Oréal. Specialized in digital shelf optimization, trade marketing, and D2C sales across major CIS marketplaces (Wildberries, Ozon, Lamoda). Proven ability to scale product visibility, automate content distribution via PIM/DAM systems (Brandquad, Salsify), and lead cross-functional teams to maximize ROI for global FMCG brands.

Key Skills

E-commerce Strategy | Digital Shelf Optimization | Trade Marketing | PIM/DAM (Brandquad, Salsify, Opera) | Power BI | Google Analytics | CRM | UX/UI | Figma | SAP | 1C | MS Office (Advanced)

Work Experience

L'Oréal | Moscow | Nov 2018 - Jun 2026

Activity Planner | Jan 2026 - Jun 2026

- Directed annual e-activation plans for LDB brands across major e-retailers, focusing on Wildberries, securing ~15% higher promo share of voice.
- Optimized online trade marketing budgets by reallocating spend based on Power BI campaign data, improving overall ROI by ~12% in Q1.
- Aligned cross-functional support calendars (Marketing, Commercial, Media) to ensure zero delays in product launches and promo executions.

Digital Shelf & Content Manager | Jan 2025 - Jan 2026

- Increased product visibility on major marketplaces (Wildberries, Ozon, Lamoda) by 20% in 6 months by optimizing digital shelf content and search algorithms.
- Improved product page conversion rates by 13% by standardizing rich content distribution via PIM/DAM systems (Brandquad, Salsify) at the division level.
- Reduced product listing update time by 35% by automating content enrichment workflows and integrating direct feeds to e-retailers.
- Managed a team of 2 specialists and coordinated creative agencies to ensure 100% accurate brand representation in commercial promo placements.

E-Activation Manager | May 2023 - Dec 2024

- Led cross-brand marketing campaigns for Vichy, La Roche-Posay, and CeraVe across Lamoda, Ozon, and Wildberries, driving a ~25% uplift in promotional sales.
- Mapped Customer Journey (CJM) and executed trade marketing activities (banners, sampling), reducing customer acquisition cost by ~10%.
- Centralized division assets by creating a brand communications database and an annual banner pack, saving the design team ~20 hours per month.
- Launched a division-level IP-rights project, ensuring 100% compliance across all digital partner events and placements.

E-Key Account Executive | Nov 2022 - May 2023

- Managed Brandquad PIM system for 3 flagship brands, ensuring 99%+ shelf availability and content accuracy during high-traffic promo periods.
- Evaluated CTR, CPC, and open rates for banners and mailings, adjusting live campaigns to hit target KPIs.

Internal Sales D2C Manager | Jan 2019 - Nov 2022

- Scaled multi-brand D2C e-commerce operations, managing end-to-end sales plans, delivery logistics, and customer service SLAs.
- Optimized website UX/UI and integrated new CRM tools, increasing customer retention and loyalty program engagement by ~15%.
- Built automated Power BI dashboards for daily sales analytics, replacing manual reporting and accelerating decision-making for the commercial team.

Office Manager / Reception Administrator | Nov 2018 - Jan 2019

- Joined L'Oréal in an administrative capacity and was promoted to D2C Manager within 3 months.

PROXY.CENTRE | Moscow

Communications / Logistics Manager | Sep 2017 - Oct 2018

- Coordinated logistics and communications for up to 500 drivers and service staff during the FIFA World Cup 2018.
- Conducted mass hiring interviews, onboarding, and daily operational reporting under strict high-load event deadlines.

Education

- 2020 - MSc, National University of Science and Technology MISIS, Moscow, Metallurgy
- 2018 - BSc, Moscow University for Industry and Finance "Synergy", Management, Sports Management

Certificates

- 2022 - L'Oréal, Digital & Marketing (CM1 test)
- 2020 - Skillbox, UX/UI Design
- 2020 - Google Analytics Academy, Google Analytics

Languages: English - B2/C1 (Upper-Intermediate); German - A1