

YOURI VAISSE

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www.linkedin.com/in/youri-vaisse

Dual Citizenship (French-American)

Results-driven, innovative, and strategic leader with 13+ years of experience in E-Commerce driving omnichannel growth and digital transformation for iconic brands across diverse industries, including jewelry, beauty, health/wellness in the Americas and overseas (EMEA).

Successfully implemented end-to-end customer-centric digital strategies and marketing activations that resulted in significant uplift in operating profit and market share gained.

Led and collaborated seamlessly with cross-functional teams to optimize brands operations and enhance post-purchase client experience.

Strong ability in building and managing distribution channels, B2B relationships, and store rollouts for market expansion.

Demonstrated financial acumen through effective P&L ownership.

Areas of Expertise:

Omnichannel E-Growth (e-commerce, e-retail) | Brand Strategy & Management | Strategic Planning | CRM

Digital Marketing & Media Strategy | Performance & Affiliate Marketing | Analytics & ROI Analysis

Product Roadmap | Merchandising & Promotions | P&L & Budget management | Leadership & People Development

PROFESSIONAL EXPERIENCE

JOHN HARDY – LUXURY JEWELRY; New York, NY

2023 – Current

Vice President of Omni-channel Growth

Develop and execute omni-channel growth marketing strategies aligned with overarching business objectives.

Skills: Brand Strategy · Growth Marketing · E-Commerce · Paid Media Strategy · Data Analytics · Leadership

- Spearheaded revenue growth initiatives, overseeing multi-million-dollar budgets across digital and physical channels, delivering substantial revenue increases.
- Drove end-to-end demand generation, from initial engagement to retention, through targeted omni-channel lead generation campaigns.
- Forged strategic partnerships with pure play retail (Amazon/Farfetch), crafting growth strategies to dominate key markets.
- Orchestrated field marketing strategies to ignite local engagement and fortify brand presence in target regions.
- Developed cutting-edge advanced data analytics attribution models for precise campaign effectiveness measurement, instilling a culture of data-driven decision-making to maximize ROI.
- Architected a high-performing, self-financed Affiliates and Influencers division, fueling brand visibility and revenue growth.
- Collaborated with cross-functional teams to identify lucrative market segments, target audiences, and refine competitive positioning.
- Mentored and led growth/customer marketing teams, fostering professional development and driving unparalleled success.

OSCAR MASSIN – LUXURY JEWELRY; New York, NY

2021 – 2023

Vice President, E-commerce & Omnichannel / COO

Responsible for direction and implementation of the global E-Commerce, digital and omnichannel business strategy.

Skills: Brand Strategy & Management · Customer Relationship Management (CRM) · Jewelry & Luxury · P&L Management

- Built 360° omnichannel brand strategy enhancing brand visibility, website traffic, and conversion rates leveraging CRM and consumer insights to increase basket size by +34%.
- Exceeded revenue and margin targets in global growth (+330% YOY) among HNW target audiences with data-driven analysis without incurring additional costs.
- Crafted and led the digital experience by strategically managing the consumer journey, optimizing SEO/SEM efforts, driving digital innovations, and maximizing digital penetration.
- Road mapped and built with cross-functional teams oscarmassin.com UX/UI e-commerce website and deployed proprietary 3D bridal configurator delivering conversion rate lift of +20%.

- Introduced a multi-touch analytics and attribution reporting platform for regular updates on performance, customer insights, and competitive intelligence to board of directors enabling informed strategic decisions and driving continuous improvement.
- Cultivated and nurtured relationships with key B&M (Saks, Hyde Park) and e-retail partners (Farfetch, NAP), skillfully negotiating favorable terms, securing optimal product placement and joint marketing initiatives for mutual business growth.
- Conceived and executed brand events, initiatives and major sales trunk shows in partnership with retail and e-retail partners.
- Led a team of 10 collaborators including Senior Director of Global Product Management and Site Optimization, Director of Content & SEO, and Managers of UX, Engineering, Operations, and Marketing.
- Oversee full P&L across brand site, e-retailers, pure player, and marketplace sites.
- Acting as COO, reporting to the CEO & Board of Directors.

MADAM GLAM – E-COMMERCE BEAUTY BRAND; New York, NY
E-Commerce General Manager

2018 – 2021

Responsible for directing and overseeing E-Commerce, online marketing division and retail/ brick & mortar expansions.

Skills: Brand Strategy · Digital Marketing · Paid Media Strategy · Customer Relationship Management (CRM) · Retail

- Defined and managed global omnichannel strategy, expanding market presence and driving growth.
- Significantly increased the annual company revenue from \$400K to \$10M (US market share gained +35% and 60% overseas).
- Spearheaded 360° audience-focused digital marketing roadmap, maximizing lead generation, conversion rates, consumer engagement, website traffic, and sales, while establishing a foundation for sustained long-term growth.
- Created and executed monthly products drops with early VIP access, generating consistent cash flow (+\$400k monthly) and achieving products sell-outs within the first day including seasonal GWPs, samples and full-size giveaways.
- Oversaw website optimization initiatives, including migration Magento / Shopify and re-platforming, UX/UI enhancements to increase conversion rates and enhance customer experience.
- Controlled all E-Commerce logistics to deliver cross-functional results: demand planning, supply chain, and Q/A processes.
- Built and managed B2B relationships. Orchestrated store rollout for 20 new stores and 4 retailers nationwide.
- Conducted data analysis and market research to create client-centric marketing strategies and stay ahead in the industry.
- Led a cross-functional teams of 30 to ensure operations and optimize online performance and revenue.
- Assumed full P&L responsibility, overseeing budgeting and reporting processes for efficient financial management.

EDUCATION, CERTIFICATION & ADDITIONAL INTERESTS

Master of Business Administration (2009) | KEDGE BUSINESS SCHOOL; Bordeaux, France
Associate Degree in Law & Economics (2006) | UPPA UNIVERSITY OF LAW; Bayonne, France
 Certificate of Professional Qualification Wine & Spirits (2009) | IFOPCA; Paris, France

Technical Proficiencies:

Shopify | WooCommerce | Magento | Salesforce Commerce Cloud | Amazon Seller Central | Klaviyo | Mailchimp
 Meta Ads | Google Analytics & Ads | Adobe Analytics | Measured | Tableau | Power BI
 SEM | SEO | PPC | IMS/OMS | Mobile Commerce | UX/UI Design
 Adobe Suite | MS Office Suite | Google Apps Suite & Webmaster Tools | HTML & PHP | CSS | SQL
 AI | chatbots | voice commerce | VR/AR

Languages:

English | French | Spanish

Active Member of **French Founders** (2019) and the (FIAF) **French Institute Alliance Française** (2012)

PADI Rescue Scuba diver