



Samuel Melo

Global Digital Product Manager PIM and DAM Systems

Fluent in English, French, Spanish and Portuguese



Personal details

- +33 6 29 26 23 25
- cvsamuelmelo@yahoo.fr
- French citizen G permit
- Date of birth: 23/09/1980
- Residence: Zillisheim, France
- www.samuel-melo.fr
- www.linkedin.com/in/samuel-melo-PIM-DAM

Professional skills

- 6 years in Basel, Switzerland, in an International travel retail company
- 10 years in London, UK
- Content Management Systems, DAM and PIM
- Managing enormous metadata files with hundreds of attributes
- Consulting and setting up workflows, foreseeing workflow improvements and suggesting them to clients
- Conducting trainings
- At ease during presentations to clients and business trips abroad
- At ease in a technical, commercial and international environment
- Efficient and serene while dealing and managing stressful situations
- Attended "On Call weekends" from home for 6 years in a row

IT Skills

- PIM Akeneo, DAM, CMS, SaaS
- Magento
- Pack Office, CRM
- Agile Methodology: Atlassian Jira and Confluence, Mantis
- Photoshop, My SQL Workbench

Customer-centric oriented, fully committed and dedicated to my job, I enjoy working with integrity on multi-functional teams and international projects.

- Great eye to details
- Planning skills
- Methodical approach
- Problem-solver
- Patient and open-minded
- Sincere and work with integrity
- Analytical and rigorous
- Good spelling and grammar
- 6 years of expertise in PIM (Product Information Management)
- 9 years of experience in DAM (Digital Asset Management)

Experiences

2022 - present (1 year)

Avolta (formerly DUFREY)

Leading Global Travel Retailer, Basel, Switzerland



Global Digital Product Specialist

- Manage assortments for over 500 stores across 285 airports in 50 countries
- Directly engaging with 10 country clusters worldwide to:
 - Address and manage reported incidents or requests in Service Now and Jira bug tracking tools with an end-to-end problem-solving approach
 - Use Agile Methodologies to coordinate Cluster's requests with my global digital team, alongside the IT team and the developers in India and Europe
- Work seamlessly with cross-functional teams, fostering a collaborative environment that facilitates knowledge-sharing and problem-solving
- Request store's Stock, Price and Promotion feeds to Business Insights when setting up new stores, coordinate the configuration of Middleware and Magento
- Monitor the entire workflow, from product creation in Masterdata to listing, enrichment, overwriting restrictions, product/stock/price feeds to Middleware, OMS, Magento and various e-commerce channels
- Custom input sources and multiple output sources
- Deliver products and ensure their aspects are customer-facing across different platforms like Magento, APP, APIs, etc.

2018-2022 (4 years 10 months)

Global Digital Marketing Content Coordinator



- Played a crucial role in the digital transformation journey and implementation of new Reserve&Collect e-commerce stores, from 15 stores in 5 countries to 500 stores in over 50 countries
- Facilitated the assortment management's transition from a highly manual process to an automated one, including handling SAP listings and effectively managing brand, category and product restrictions specific to each location
- Assisted in the store migration from Navision and PI Electronique to SAP ERP
- Fully manage the Akeneo PIM with over 1M products and 600 product attributes. Manage 100 PIM users and their custom groups in 50 countries
- Understand the needs of country clusters and third parties, and effectively leverage the Akeneo tool to meet their requirements
- Organize Akeneo workshops and share them on Confluence, along with tutorials, best practices, and other valuable information
- Responsible for centralizing documentation scattered across various sources and sharing a master document with those who require it



Education

2001 - 2003

Master's degree in International Business and Sales (VAIMI),

Mulhouse, France

Formerly known as ESV School of Business and Sales Coursework focusing on business-to-business international sales of industrial products and services.

Courses taken in marketing, sales, law, languages, international trade and finance

- 6 months internship at DEN MAR Fuses in Miami, USA
- 3 months internship at Europ-Plast, in Vieux-Thann, France

1999 - 2001

French "Brevet de Technicien Supérieur Plastiques et Composites"

Associate's Degree in Plastics and Compounds, Lycée Lazare de

Schwendi, Ingersheim, France

- 3 months internship - SOLVAY, Pfastatt (France)- Fuel tank manufacturer by extrusion blow moulding process Task: Improve the Quality Control workflow

1997 - 1999

French "Baccalauréat Technologique in Materials Engineering (equivalent to High School Diploma in Technical and Industrial Sciences: Materials Engineering), Lycée Lazare de

Schwendi, Ingersheim, France

- Plastics, aluminium, ceramic and glass

Experiences

○ 2008 - 2017 (9 years 2 months)

gettyimages*

GETTY IMAGES - Media Manager DAM System, Image Bank and, Stock Photo Agency London (United Kingdom) and Home office - France

**Getty Images
Media Manager**

Hosted Digital Asset Management solution (DAM system), a cloud-based system allowing users to store, manage and share digital assets in one place

image.net
by getty images

Hosted publicity distribution tool offered exclusively to the media to mainly promote film premieres, sporting events, fashion and luxury brands

Project Manager and International Account Manager EMEA and Latin America for Media Manager (DAM system)

- Project Manager for implementing Media Manager at the Qatar Olympic Committee in Doha and at the Formula 1 race track Yas Marina Circuit, UAE
- International Account Manager for Image.net across EMEA preparing and sending press releases
- Frequent visits to Key clients (2M€) in the Middle East and Europe
- Maintain a high client retention rate by analysing and interpreting the system usage data for each client
- Extract key information to understand client business requirements and workflows thanks to the acquired expertise
- Manage the implementation of online digital asset management system
- Develop a close relationship with clients and their day-to-day DAM users
- Provide guidance on best practices
- Report and track issues and feature requests using Mantis bug tracking system
- Liaise with the development team and product managers
- Dedicated team member to provide training to clients and salespeople internally. Motivate and train salespeople on the field and internally to promote Media Manager and Image.net on my assigned territories
- Manage a team member dedicated to a key client in Spain
- Quarterly targets achieved for 6 years in a row

○ 2007 - 2008 (1 year)

Fitch Ratings

FITCH RATINGS - Credit Rating Agency, City of London, Moorgate, UK
Sales Associate for the French, Spanish and Portuguese territories, and the Scandinavian, Baltic and Benelux countries

- Developing business relationships with clients and prospects
- Administering subscription enquiries, referrals and trials
- Training clients to efficiently use the Fitch Ratings website

○ 2005 - 2007 (1 year 10 months)

GP Georgia-Pacific

GEORGIA-PACIFIC - Worldwide waste paper trading, Sevenoaks UK
Sales Support Administrator

- Coordinating the trading of waste paper between the UK, France and/or Spain for 3000 tonnes of waste paper each week
- Planning the supply of waste paper to the paper mill and managing the logistics to ensure freight was available to deliver the goods from the United Kingdom to the mill in France
- Checking invoices and sorting out the issues with the suppliers or the mill

Recommendations

"One of Samuel's most remarkable attributes is his ability to lead and inspire those around him. His visionary approach to problem-solving and his capacity to motivate teams have consistently propelled our projects to success."

Avolta / Dufry Central America & Caribbean - 15th November 2023

Full recommendations on www.samuel-melo.fr/references



Recommendations