

Lauren Winter

DIGITAL PRODUCT | E-COMMERCE DELIVERY | CUSTOMER EXPERIENCE

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Professional Profile

Senior E-commerce professional with 6+ years' experience delivering digital initiatives across 14 UK and European B2B and B2C websites. I work across business, customer and technical teams to take digital improvements from requirements through to release, coordinating internal stakeholders and third-party development partners. My background includes hands-on technical knowledge with customer experience, analytics and commercial thinking, allowing me to bridge the gap between what the business needs and what development teams need to deliver it.

Core Strengths

Digital product delivery	Requirements gathering	Agency management	Cross-functional delivery
GA4 & analytics	CRO & A/B testing	Customer journey optimisation	Agile delivery
Salesforce Commerce Cloud	Technical SEO	Core Web Vitals	Release coordination

Experience

Senior eCommerce Developer | Sally Salon Services | 2022 - Present

Deliver digital initiatives across 14 UK and European E-commerce websites, with responsibilities overseeing coordination, technical guidance, release and continuous improvement.

- Deliver digital projects from initial requirements through development, testing and release.
- Work across Marketing, UX, SEO, Merchandising, Legal and Customer Services to ensure features meet customer and commercial needs.
- Coordinate delivery with a third-party development agency, helping prioritise work, clarify requirements and remove blockers.
- Company-wide migration to D365 as the E-commerce subject matter expert, providing technical and customer-journey guidance during planning and implementation.
- Use GA4, CRO and A/B testing to identify opportunities and support data-led improvements to customer journeys.
- Drive website performance improvements across technical SEO, Core Web Vitals and accessibility.
- Hold bi-weekly 1-to-1s with junior developers and provide day-to-day technical guidance to them and the wider E-commerce team.
- Support recruitment and hiring within the team, then lead onboarding and support new starters through their six-month probation period.

Selected Achievements

Campaign automation: Designed and implemented an automated campaign-management solution across multiple markets, reducing the developer campaign workflow from around three weeks to one week while improving consistency and reducing repeated manual work. Presented the solution to developers within the parent company in the US.

Microsoft Dynamics 365 programme: Supported a major D365 backend implementation as an E-commerce subject matter expert, helping validate requirements, identify digital dependencies and ensure E-commerce impacts were represented during planning, testing and implementation.

Click & Collect - Central Europe: Supported delivery of Click & Collect across Central European markets, coordinating E-Commerce, development and operational requirements to help deliver a workable customer journey across multiple teams and markets.

Store experience: Managed the release of Yext enhancements to our store locator, helping streamline Store Operations activity from three separate flows into one.

Website performance: Worked with Marketing, third-party SEO specialists and the development agency to deliver Core Web Vitals and technical SEO improvements, strengthening website performance and search visibility.

Earlier Experience

E-Commerce Developer | Sally Europe | 2020 - 2022

Joined the E-commerce team developing and maintaining Salesforce Commerce Cloud websites before progressing into a broader senior, delivery-focused role.

- Built and maintained E-commerce pages and reusable components.
- Supported website releases, campaign launches and production issue resolution.
- Actively worked on campaign periods and coding bespoke pages for brands.
- Worked within Salesforce Commerce Cloud across multi-market E-commerce websites.

Additional Product & Delivery Experience

CRO, analytics & UX: Support experimentation and A/B testing, connect data and tools, use GA4 insight and work with UX and Marketing to turn findings into deliverable website improvements.

Technical delivery: Translate business requirements into practical technical solutions, identify dependencies and edge cases, support testing and coordinate safe releases across multiple locales and storefronts.

Stakeholder & agency collaboration: Work as the link between internal business teams and external development/technology partners, keeping requirements clear and delivery moving.

Multi-market E-commerce: Experience across 14 B2B and B2C websites spanning the UK and Europe, including localisation, market-specific requirements and cross-market rollout considerations.

Tools & Methods

Salesforce Commerce Cloud | GA4 | Google Tag Manager | Jira | Trello | CRO | A/B testing | Technical SEO | Core Web Vitals | D365 | Agile delivery | Requirements definition | Agency management | Release coordination

Career Focus

Interested in digital product, E-commerce product, product owner and digital delivery roles where I can take greater ownership of customer-facing digital experiences while continuing to use my technical and E-commerce background.