

# Traolach Ó FLOINN

PROJECTS | E-COMMERCE  
DIGITAL EXPERIENCE  
BUSINESS MANAGEMENT



## Contact Details

📍 73340 Arith, France

✉️ hello@traolach.ch

🌐 LinkedIn | traolach.ch

## Skills

Sales/Marketing • Business  
Operations • P&L & Operational  
Management • E-commerce • Digital  
Operations • Revenue & Profit Growth  
• Client Relations

## Certifications

- IPMA Level D Certified Agile Associate (International Project Management Association)
- Agile Project Management Certification (Institute of Project Management, Ireland)
- Google Analytics & Google Ads Search Certified
- Google Conversion Optimization Certified
- Intermediate French Proficiency – TCF TP Certification
- Category B – Vehicle Driver's License

## Languages

- English (Native speaker)
- French (Intermediate proficiency)

## Professional Profile

Dynamic and results-driven professional with expertise in digital experience, e-commerce, and project coordination, seeking to leverage analytical and strategic skills in an international corporate environment. Skilled in digital retention, e-commerce operations, and website production, with a proven track record of optimising customer journeys and driving revenue growth. Expert at leveraging data analytics to inform business decisions, enhance user engagement, and improve digital conversion rates. Adept at managing end-to-end project lifecycles, collaborating with cross-functional teams, and streamlining workflows in agile environments. Experienced in using Adobe Analytics, Google Analytics, and A/B testing methodologies to enhance performance metrics. Proficient in WooCommerce and CMS platforms, ensuring seamless e-commerce functionality. Strong background in business operations, client management, and strategic planning, with a focus on delivering high-impact results. Currently pursuing a Master's in International Affairs at King's College London, bringing a global perspective to business strategy and project execution.

## Career Summary

📁 **Project Manager** (*Part-time Contract*)  
Nuwa • Savoie, France

03.2025 – Present

### RESPONSIBILITIES

- Develops detailed project plans, and timelines to ensure timely and on-budget delivery of projects for an XR (Extended Reality) technology business
- Leads and motivated cross-functional teams, ensuring effective communication and collaboration throughout the project lifecycle
- Identifies potential project risks, develops mitigation strategies, and ensures that projects stay on track to meet objectives
- Acts as the primary point of contact for stakeholders, providing regular updates on project status, progress, and any issues or changes
- Maintains comprehensive project documentation, including reports, and meeting notes for transparency and future reference

📁 **Business Owner**  
Lazorama • Savoie, France

03.2023 – 03.2025

### KEY ACHIEVEMENTS

- Established and successfully launched a small-scale manufacturing business in France
- Grew customer base and expanded sales channels through targeted digital marketing strategies
- Designed and implemented a streamlined production process, reducing turnaround time for custom orders
- Developed an e-commerce website from scratch, integrating secure payment gateways and user-friendly interfaces
- Drove revenue growth through strategic advertising campaigns and customer retention initiatives

### RESPONSIBILITIES

- Managed end-to-end e-commerce operations, including product design, manufacturing, and order fulfilment
- Delivered high-quality customer service, addressing inquiries, processing orders, and resolving issues
- Developed and optimised the WooCommerce-based online store, ensuring seamless navigation and functionality
- Executed search engine marketing (SEM) campaigns and social media promotions to increase visibility and sales
- Maintained supplier relationships and managed inventory to meet demand
- Handled financial operations, including budgeting, pricing strategy, and expense tracking

📁 **Principal Optimisation Analyst**  
Gen Digital • Savoie, France

07.2018 – 02.2023

### KEY ACHIEVEMENTS

- Optimisation test lead for CRM retention testing initiatives to improve customer engagement and conversion rates
- Designed, prioritised, and executed A/B tests to refine user experience and drive revenue growth
- Directed optimisation projects using Agile Kanban, ensuring seamless execution and timely delivery
- Identified, analysed, and resolved technical issues to enhance website performance
- Assessed campaign data through Adobe Target, Adobe Analytics, and Quantum Metric, providing data-driven insights
- Developed interactive dashboards for real-time performance tracking and reporting
- Delivered strategic recommendations to business stakeholders, driving continuous improvement

## Technical Skills

Agile (Scrum, Kanban) • Jira • Open Project • Confluence • SharePoint  
Adobe Analytics • Google Analytics • Quantum Metric • WooCommerce • Shopify • Drupal • WordPress • A/B Testing • Adobe Target • Google Ads • Conversion Rate Optimisation • HTML • CSS • Adobe Photoshop • LightBurn Laser Software

## Interests

Fitness & Cycling • Piano & French Language Learning • Politics & International Affairs • Wood crafts



### Catalogue Manager

Microsoft / CPL Solutions • Dublin, Ireland

11.2014 – 06.2018

#### KEY ACHIEVEMENTS

- Supported global product launches, ensuring seamless integration across digital storefronts
- Configured product listings, managed pricing structures, and maintained data integrity for EMEA and APAC regions
- Supported online merchandising initiatives, enhancing product visibility and sales performance
- Contributed to the successful rollout of Microsoft's proprietary e-commerce platform



### Principal Online Program Specialist

Symantec Corporation • Dublin, Ireland

03.2012 – 11.2014

#### KEY ACHIEVEMENTS

- Developed and executed A/B testing campaigns for EMEA digital sales channels, optimising revenue streams
- Collaborated with cross-functional teams to conceptualise and implement high-impact optimisation strategies
- Oversaw campaign implementation within an Agile Scrum environment, enhancing efficiency and adaptability
- Leveraged Adobe Target to conduct A/B tests, refining digital acquisition and retention flows
- Analysed post-campaign performance and translated insights into actionable business recommendations

## Career Note



Project & Operations Manager | *Thinkscape* • Dublin, Ireland



Freelance Digital Consultant | *Digation & TraoCreative* • Dublin, Ireland



Team Supervisor | *Symantec Corporation* • Dublin, Ireland



Online Project Coordinator | *Symantec Corporation* • Dublin, Ireland



Contractor | *Auckland Council* • Auckland, New Zealand



Web Site, Online Video & UX Designer | *Servecast* • Dublin, Ireland



Website Designer | *Esat Telecom* • Dublin, Ireland



Technical Support Agent | *Esat Telecom* • Dublin, Ireland



Sales Assistant | *Person 2 Person Mobile Phones* • Dublin, Ireland



Office Administrator | *Viking Dies & Diecutting Ltd.* • Dublin, Ireland

## Education



Master's in International Affairs

*King's College London* • Distance Learning

In-progress



Bachelor of Arts in Management (Honours)

*Institute of Public Administration* • Dublin, Ireland

2006

Visit [traolach.ch](http://traolach.ch) or [LinkedIn](#) for more information about my experience