

Traolach O FLOINN

Arith, 73340, France | hello@traolach.ch | traolach.ch | linkedin.com/in/traolach

Summary

Operations and digital professional with 15+ years in e-commerce, project delivery, and cross-functional coordination for global corporations and startups. Skilled in Agile workflows, data analysis, and process optimisation to drive efficiency and revenue. Experience in customer-facing roles, CRM, and troubleshooting. Proficient with analytics, project management, and digital tools. Fluent English; conversational French. Postgrad in International Affairs (King's College London; finishing September 2025). Fluent English; B1 French.

Skills

- **Languages:** English (Native/C2), French (B1)
- **Digital Experience:** E-commerce, pricing, promotions, acquisition, retention, multi-lingual, SEO
- **Project delivery:** Agile (Scrum/Kanban), roadmaps, sprint planning, backlog management
- **Support Experience:** Technical Internet Support, e-mail support, handling customer queries
- **Stakeholders:** cross-functional coordination, requirements, documentation, status reporting
- **Data and optimisation:** A/B/n testing, CRO, funnel analysis, KPI dashboards, insights
- **Platforms/tools:** Jira, Confluence, OpenProject, Adobe Analytics, Adobe Target, Quantum Metric, WooCommerce, TFS, Photoshop, Google Analytics, Google Ads, Stripe Payments

Work Experience

Nuwa XR Ireland – Arith, 73340, France (remote)

Project Manager | March 2025 – August 2025

6-month contract as the Project Manager for an Extended Reality (XR) startup specialising in providing solutions to the humanitarian, culture and commercial sectors.

- Scrum Master for an 11-person engineering team and OpenProject admin
- Planned and led successful migration from Jira and Confluence to OpenProject
- Led sprint planning, reviews, retros, and backlog sessions; tracked actions.
- Administered OpenProject (projects, Scrum boards, Gantt, roles, permissions).

Lazorama – Arith, 73340, France

Business Owner | March 2023 – March 2025

Founder, e-commerce giftware brand covering web build, production, marketing, fulfilment, and support.

- Built and operated a Woo Commerce site (UX, product pages, payments, integrations).
- Launched a 6-language, 5-currency storefront across Europe and North America.
- Managed end-to-end operations: product design, manufacturing, order fulfilment, and support.
- Drove acquisition and retention via Google Ads and on-page SEO; tracked KPIs with analytics.
- Increased sales by ~17% via targeted campaigns.

Gen (formerly NortonLifeLock) – Arith, 73340, France (remote)

Principal Optimisation Analyst | July 2018 – February 2023

Was a member of the E-commerce Insights & Optimisation team; partnered with Product, Marketing, and Engineering to improve UX, sales, and customer satisfaction.

- Global lead for CRM retention testing.
- Executed 300+ A/B tests; averaging ~5% annual CLV uplift.
- Designed/prioritised tests across acquisition and retention; Agile Kanban delivery.
- Analysed with Adobe Target/Adobe Analytics; built customised KPI dashboards.
- Resolved high-impact defects; presented insights shaping the roadmap.

CPL Solutions for Microsoft Ireland – Dublin, Ireland

E-commerce Catalogue Manager | November 2014 – June 2018

Member of Microsoft's Digital Stores global projects team supporting EMEA/APAC storefronts; delivered daily catalogue ops and web production during the transition from Digital River to the in-house OCX platform.

- Web producer for confidential global launches (content, assets, go-live); on-time, error-free
- Set up products/pricing in ANCAP; improved data quality and consistency.
- Maintained catalogue configs on Digital River; implemented promos and cross-sells.
- Supported new e-commerce platform rollout: migration prep, UAT, and issue resolution
- Established improved, more efficient pricing process

Symantec Corporation – Dublin, Ireland

Principal Online Program Specialist | March 2012 – November 2014

E-commerce experimentation lead for Symantec (EMEA); owned A/B testing across acquisition and renewal funnels.

- Led delivery of A/B/n tests for Partnerships OEM and CRM renewals teams in EMEA
- Wrote test plans with KPIs, targeting/segmentation, and risk/QA steps.
- Coded and setup targeting for 200+ campaigns in Adobe Target
- Monitored results and delivered concise read-outs with clear recommendations.

Career Note

Full Career History — traolach.ch/work-experience

- **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

Postgraduate Certificate (PGCert), International Affairs — King's College London — In progress (finishing September 2025)

Bachelor of Arts in Management (BA) — Institute of Public Administration Ireland — 2006

Certifications

- IPMA Level D Certified Agile Associate (International Project Management Association)
- Agile Project Management (Institute of Project Management, Ireland)
- Google Analytics; Google Ads Search
- Google Conversion Optimization
- French TCF-TP (B1)
- Category B driver's licence

Languages

- English (native); French (B1, TCF-TP)

Interests

- Fitness & cycling; piano; French language learning; international affairs; laser wood crafts