

# Traolach O FLOINN

Arith, 73340, France | [hello@traolach.com](mailto:hello@traolach.com) | [traolach.com](https://traolach.com) | [linkedin.com/in/traolach](https://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 October 2025).

## 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 – Dublin, Ireland (Remote, France-based)**

**Project Manager (CDD, Fixed-Term Contract, 6 months) | 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 (Self-Employed) | 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) – Paris, France (Remote, France-based)**

**Principal Optimisation Analyst (CDI, Permanent) | 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 (CDI, Permanent) | 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 (CDI, Permanent) | 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.com/work-experience](http://traolach.com/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** | BAC+4 | King's College London (UK) <sup>1</sup>

**Bachelor of Arts (BA) in Management** | BAC+3 | Institute of Public Administration (Ireland) | 2006 <sup>2</sup>

## 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
- Category B driver's licence

## Languages

---

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

## Interests

---

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

### Notes:

1. In progress (expected completion during October 2025)

2. My degree was awarded under the authority of the National University of Ireland (NUI), a federation of Irish public universities, equivalent to French universities such as Sorbonne University or Aix-Marseille University.