

# MELVYN CROSS

E-commerce Manager | Bilingual EN/FR | British Citizen  
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[linkedin.com/in/melvyn-bottle](https://www.linkedin.com/in/melvyn-bottle) • Portfolio: [add your URL once site is live]

## PROFESSIONAL SUMMARY

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Bilingual (English native / French C2) E-commerce Manager with 6 years of end-to-end ownership of a B2B and B2C Shopify storefront generating €1.6M annual revenue. Founded planet-soar-shop.com from launch and scaled the catalogue to 544 SKUs across 9 European suppliers. Led a team of seven across sales, e-commerce and accounting. Combines hands-on Shopify administration, GA4 analytics and SEO with commercial ownership of B2B quotations, supplier onboarding and international partnership development. UK citizen with no visa requirement. MSc Brand Management & e-Business (ISG Paris, 2026).

## KEY ACHIEVEMENTS

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- **Founded and scaled planet-soar-shop.com** from launch to ~€1.6M annual revenue, growing the catalogue from zero to 544 active SKUs at peak.
- **Closed two flagship B2B deals:** €20,486 (120 SunPower panels) shipped internationally to Sunpowered Yachts, Miami; €21,256 with EURL FCE28, France.
- **Built EU-FASEP partnership pipeline** in Southern Africa: led a two-week mission to South Africa and Botswana (Oct–Nov 2025), securing the local partner (Solar Power Kgalagadi Resources Development) for an EU funding bid.
- **Drove 36,000 daily impressions and ~500 daily clicks** organically through SEO, Search Console and Merchant Center optimisation, with paid SEA reserved for product launches and peak periods.
- **Solved a complex multi-supplier shipping problem** by building an internal shipping-cost model (~90% accuracy across 54 SKUs from 7+ suppliers), preserving the online channel as 60% of revenue and 100% of quotation sourcing.

## PROFESSIONAL EXPERIENCE

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**E-commerce Manager** — Planet Soar Shop, Lille, France | *November 2020 – September 2026*  
*Photovoltaic e-commerce distributor (panels, batteries, inverters, EV chargers). Reported to company direction; full P&L visibility on the online channel.*

- Founded the e-commerce from launch: Shopify build, theme administration, product taxonomy, payments, RGPD compliance, and ongoing UX/UI optimisation.
- Scaled annual revenue to ~€1.6M with a 1% online conversion rate on a high-AOV catalogue (orders €1,000–€7,000 converting online; larger orders routed to offline quotation).
- Onboarded 7 European suppliers (Enecsol, Voltaneo, Alliantz, ESTG, Bayware, Krannich, PowrConnect) plus 2 irregular partners (Solaxis, VP Solar), negotiating commercial terms and integrating their catalogues into Shopify.
- Managed a team of 7: 5 sales representatives, 1 e-commerce assistant and the accounting function — setting KPIs, sales processes and reporting cadence.
- Designed and deployed a 5-profile Shopify shipping configuration covering panels, batteries, inverters, EV chargers and accessories, with international orders routed to a quotation page — eliminating the previous manual quote bottleneck for sub-€7k orders.
- Closed major B2B deals personally, including a €20,486 international order to Miami (120 SunPower panels) and a €21,256 domestic order (EURL FCE28).
- Internalised SEA campaigns previously run by external agencies, reducing acquisition cost and giving direct control over keyword strategy and budget allocation.
- Drove organic growth to 36,000 daily impressions and ~500 daily clicks via SEO, Google Search Console, Merchant Center and Semrush, with 2.5% average CTR.
- Led international business development mission to South Africa and Botswana (Oct–Nov 2025), building the local partnership underpinning a EU-FASEP funding bid.

- Introduced CRM, unified internal sales processes, and built reporting dashboards using GA4, Shopify analytics and Excel.
- Tools used daily: Shopify (admin, theme, apps, Doofinder), GA4, Google Search Console, Google Merchant Center, Semrush, Mailchimp, Photoshop, Excel.

## EDUCATION

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**MSc Brand Management & e-Business (Bac+5)** — ISG Paris | *September 2024 – September 2026*

Average ~15/20. Key modules: corporate strategy, business development, digital transformation of e-business, cross-channel strategy, conversion & retention, no-code tools, MIS. Thesis: business plan for the launch of a new B2C e-commerce with €15,000 starting capital.

**BUT Marketing Digital, e-Business & Entrepreneuriat (Bac+3)** — IUT de Lens | *September 2021 – September 2024*

Completed in apprenticeship at Planet Soar Shop.

**GCSEs** — Gaborone Senior Secondary School, Botswana | *2018*

## CERTIFICATIONS

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- Google Analytics 4 (GA4) — Certified
- HubSpot — Certified
- Shopify Partner — In progress

## TECHNICAL SKILLS

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- **E-commerce platforms:** Shopify (admin, theme editing, apps, Doofinder), Liquid-aware content edits.
- **Analytics & SEO:** Google Analytics 4 (custom events), Google Search Console, Google Merchant Center, Semrush.
- **Marketing:** Google Ads (SEA), Mailchimp, organic SEO, conversion-funnel optimisation, UX/UI improvements.
- **Productivity:** Excel (import/export, data crunching, pivot work), Photoshop, Google Workspace.
- **Other:** RGPD/GDPR compliance, B2B quotation processes, supplier onboarding, multi-carrier shipping configuration.

## LANGUAGES

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- English — Native
- French — C2 (fluent, working language since 2020)
- Setswana — C2 (childhood and family language)

## INTERESTS

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Distance running (current 5K PB: 23:00, target sub-20:00); MMA and Muay Thai; strength training. Currently working towards a full driving licence.