

# COURTNEY T. COTINGTING

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## SUMMARY

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- Work experience in both ecommerce and retail industry
- Knowledgeable in different levels and channels for product and category segmentations
- Experience working in Indonesia in relaunching a brand
- Fluent in English and Tagalog and have basic skills in Mandarin and Fookien.
  
- Areas of expertise include: Account management, Relationship building, Data and sales analysis

## PROFESSIONAL EXPERIENCE

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### Lazada E-services Philippines

Industry: Ecommerce, online marketplace platform

#### Category Team Lead - Home & Living

April 2020 - present

- Oversees hardline categories - 40% of Home & Living namely Tools & Home improvement, Outdoor & Garden, Laundry & Cleaning equipment
- Functions as key account manager for the top 5 accounts of Tools & Home Improvement category
- Develop strategies and analysis for hardline categories to drive sales, buyer and seller as well as assortment growth through promo tools, shoppertainment, onsite campaigns and social media.
- Work with major tools brands in onboarding offline dealers to the platform creating a multi-dealer set up for brands - Powerhouse, Schneider Electric etc.
- Led the team through the 2021 Happy Home Sale, a category campaign focusing on home & living sellers and products with various promos such as livestream raffles, flash sales, coins discounts etc.
- Mentor and lead category operators handling Outdoor & Garden and Laundry & Cleaning Equipment
- Liaise between category team and various functional teams such as Commercial Sales & Planning, Lazada Partners, Seller Logistics Excellence, and Seller Experience team to bridge and understand the needs of both teams to make process seamless

#### Category Operator | Key Account Manager

May 2018 – April 2020

- Managed various Home & Living categories such as Tools & Home Improvement, Outdoor & Garden, Bedding & Bath, Stationery & Crafts and Laundry & Cleaning Equipment. Tools & Home Improvement being the largest subcategory with 30% share and 2.45x YoY growth.
- Handle top 20 accounts for the category working closely with sellers to strategize and boost sales, buyers, assortment, traffic and improve overall operational performance through constant business and category reviews
- Analyze category data to give the best recommendations for promotion, and other traffic levers both Lazmall and Marketplace sellers can adopt
- Identify assortment gaps and drive new and fresh items in the platform
- Assist in the day to day operational issues of sellers

#### Vendor Acquisition Associate

September 2017 – April 2018

- Onboarded more than 40 brands and sellers into the platform including industry name brands as Promate, Interior Source, Designer blooms etc
- Assisted in the store set up of sellers in Lazada working with sales, operations and finance teams
- Incubation of sellers to help boost sales by encouraging participation in campaigns and promotional initiatives of the platform as well as coordination with category teams for assortment potentials

August 2021

## **Primer Group of Companies (Primer International Management Limited)**

Industry: Retail and Distribution of premium consumer brands in outdoor, travel, footwear, fashion, urban lifestyle.

### **Accounts Services Supervisor**

July 2014 – February 2017

- Lead and mentor a team of 4 account services associates who manages 4-8 distributors for 4-6 brands each to ensure correct order documents
- Heads regional conferences with over 100 guests to present new season's collection for more than 30 brands in the Primer portfolio to partner distributors
- Prepares various documents for brand purchasing, payment and importation
- Liaise between brand and distributor with claims and defective product issues to ensure resolution benefitting both sides.

### **International Special Assignment – Indonesia (PT Primer Globalindo)**

#### **Regional Brand Executive - FITFLOP**

September 2015-April 2016

- Managed the whole turnover of Fitflop brand portfolio from PT Multifortuna Sinardelta to PT Primer Globalindo as exclusive distributor of the brand in the country
- Work with country team to ensure proper OTB, inventory management, product segmentation and stock allocation to over 40 stores nationwide
- Negotiate with local supplies and brand principal for revamp and construction of fixtures for all point of sale collaterals
- Strategize with local team to create marketing initiatives in line with brand direction

### **Regional Brand Associate**

April 2012 – July 2014

- Assess sales and marketing strategies of various footwear and apparel brands such as Clae, Supra, Stance in coordination with distributor and brand principal.
- Organized the first Supra skate tour in the Philippines with international brand ambassadors
- Assisted in mounting regional PR launches for Fitflop brand both here and abroad
- Communicates with principals regarding brand direction and marketing strategy as well as new product collection, trends and at the same time computes transfer prices
- Conduct store visits and feedback any relevant issues of customer-facing team in terms of product design, store operations etc.

### **Brand Coordinator**

August 2010 – April 2012

- Works closely with major international brands for all purchase orders, sales confirmations and payments of partner distributors around Southeast Asia
- Coordinates with various departments such as logistics and finance for timely payments and seamless release of importation documents and products
- Double checks P.O.s submitted by partners to conform with quantity and packaging requirements based on brand specifications

## **Volunteer Activities**

### **PyeongChang 2018 Winter Olympic Games**

**Games Volunteer – NOC Assistant** (February 2018)

### **Rio 2016 Olympic and Paralympic Games**

**Games Volunteer – Event Services Team** (August – September 2016)

## **Education**

### **Ateneo de Manila University**

Bachelor of Arts, Major in Psychology (2006 – 2010)

August 2021