

BENJAMIN LAKE

Head of Digital | Ecommerce | Digital Strategy | Paid Media | Web Development

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PROFESSIONAL PROFILE

Strategic, hands-on digital leader covering ecommerce, paid media, SEO, CRM, analytics and web development. Currently Head of Digital at Korda Developments, leading strategy and delivery across Shopify ecommerce, product launches, content, email and reporting — operating as the sole digital lead for the first three years. Skilled at turning commercial goals into practical projects and partnering with marketing, sales, IT and senior stakeholders to deliver measurable growth.

£850k ECOMMERCE REVENUE vs £200k TARGET	425% OF FORECAST ACHIEVED	6% ECOMMERCE CONVERSION RATE	40% CUSTOMER RETENTION	3–4x ROAS ACROSS PAID MEDIA
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KEY SKILLS & TOOLS

Skills: Digital strategy & roadmap planning • Ecommerce trading & optimisation • Shopify management • Paid media strategy & performance • SEO content planning • Email marketing & CRM • CRO • Customer journey analysis • Web analytics & dashboards • Product launches & merchandising • Stakeholder & project management • Team leadership • Creative & brand execution

Tools & Platforms: Shopify • Klaviyo • Mailchimp • Google Analytics • Google Ads • Looker Studio • Meta Ads • Microsoft Ads • Amazon & eBay Advertising • Adobe Photoshop, Illustrator & InDesign • SQL & internal data reporting • CMS platforms • AI-assisted development tools

PROFESSIONAL EXPERIENCE

Korda Developments — Head of Digital

November 2022 – Present

Lead the digital strategy, ecommerce direction and hands-on delivery of Korda's digital platforms across Korda Clothing, Korda Tackle and wider brand activity in the carp fishing market. Operated as the sole digital lead for the first three years, owning strategic planning and execution across ecommerce, websites, SEO, CRM, reporting and digital campaigns.

Key Achievements

- Delivered **£850k ecommerce revenue against a £200k target** — 425% of forecast, exceeding target by £650k.
- Increased ecommerce **conversion rate to 6%** via customer journey, product discovery and onsite merchandising improvements.
- Planned, developed and **launched a full suite of B2C websites within 12 months**, building the infrastructure for D2C growth.
- Increased **customer retention to 40%** through email marketing, post-purchase journeys and repeat purchase campaigns.
- Operated as the **sole digital lead for three years**, combining strategic ownership with day-to-day delivery across multiple brands.

Responsibilities

- Define and deliver the digital roadmap across ecommerce, content, SEO, email, product launches, promotions and reporting.
- Manage and optimise Korda Clothing's Shopify platform — homepage trading, collections, landing pages, promotions and merchandising.
- Plan and deliver digital launches for key ranges including Drykore waterproof clothing, insulated clothing, waterproof trainers and Kaizen.
- Lead email marketing across Klaviyo and Mailchimp — campaign planning, copy, promotional mechanics and product storytelling.

- Build SEO-focused content across collection pages, product descriptions and metadata to improve organic visibility.
- Create reporting structures tracking revenue, target progress, paid spend, ROAS, conversion rate, AOV and customer quality.
- Scope practical solutions across stock allocation, clearance, product feeds, free gift mechanics, acquisition and onsite functionality.
- Partner with IT, sales, marketing, customer service and content teams, turning commercial needs into clear digital briefs.
- Balance D2C ecommerce growth with Korda's wider retail model, protecting trade relationships while expanding direct channels.
- Improve site navigation and product discovery via collection planning, mega menu structure and shop-by-condition journeys.
- Use AI and development tools to accelerate Shopify improvements, landing pages, editable theme sections and internal dashboards.

PREVIOUS EXPERIENCE

Suregreen — Head of Marketing | May 2022 – Nov 2022

Led marketing across digital, offline and third-party channels for an ecommerce business. Built a roadmap focused on brand, non-paid revenue and profitability; managed ecommerce site technology and CX improvements; trained and managed a marketing apprentice.

Suregreen — Head of Paid Advertising | Mar 2021 – May 2022

Lead manager for paid advertising across Google Ads, Microsoft Ads, Amazon, eBay and Facebook, consistently delivering **3–4x ROAS**. Aligned activity with launches, seasonal peaks and trading priorities, refining budget, keywords, creative and product focus from performance data.

Hogarth Shenfield — Content & Insights Executive | Dec 2019 – Mar 2021

Analytics lead across high-end automotive, technology and FMCG accounts. Built measurement plans, implemented Google Analytics and Adobe Analytics solutions, supported tag management and dashboards, and managed social content planning and execution for the agency.

IronmongeryDirect — Online Trading Executive | Oct 2017 – Dec 2019

Grew online sales profitably through CRO, business insight and ecommerce improvements. Combined Google Analytics, Google Ads, CRM, social and SQL data to inform site projects, and acted as a key contact on a bespoke CMS redesign across marketing, product and supply chain teams.

IronmongeryDirect — Senior Print & Digital Designer | Mar 2013 – Oct 2017

Designed and produced a 1,000+ page quarterly catalogue, monthly direct mailings, brand materials, digital assets and internal communications. Managed a small design and production team and led brand development for a newly acquired business.

CAREER HIGHLIGHTS

- Progressed from creative production into ecommerce, analytics, paid media, marketing leadership and digital strategy.
- End-to-end digital experience spanning brand and creative through to trading, paid media, CRM, web and reporting.
- Led ecommerce and digital projects from discovery and strategy through to implementation, measurement and iteration.

QUALIFICATIONS & TRAINING

ILM Management Level 2 • First Aid Trained • Fire Marshall Trained