

Oriane Eastwood

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SUMMARY

With expertise in customer support, digital marketing, and enterprise solutions, I help businesses thrive online. As a Product Relationship Expert at Wix, I guide clients in leveraging enterprise solutions to enhance their online presence. Previously, at Accenture, I optimized Google Ads campaigns, delivering strategic insights to boost ROI. My background includes managing sales teams at Zadig & Voltaire and leading product development at SIGVARIS France. I'm passionate about simplifying digital strategies to drive growth and unlock business potential.

EXPERIENCE

WIX STUDIO **Product Relationship Expert, Enterprise Solutions & Podcast Producer**

June 2024 - Present  Dublin

- Lead Engagement: Engage enterprise prospects to align offerings with client needs.
- Podcast Production: Oversee guest outreach, planning, and production for Wix Studio's enterprise podcast.
- Product Demonstrations: Present Wix Studio enterprise solutions to executives, ensuring alignment with business goals.
- Pipeline Management: Manage pipelines in Salesforce, meeting KPIs through strategic follow-ups.
- Market Research: Stay updated on trends, competitors, and ICPs to refine strategies.
- Cross-Functional Collaboration: Work with sales, product, engineering, and SME teams.
- Event Participation: Represent Wix Studio enterprise at conferences to boost brand awareness and generate leads.

WIX **Customer Care Expert** August 2022 - May 2024 Dublin

Account Executive June 2022 - August 2022 (tech layoffs) Dublin

- Evangelized eCommerce business owners to bring their stores online via full-service platform, which includes closing new business deals
- Providing consultation around eCommerce solutions and strategies to establish a strong relationship with our clients
- Managed and owned sales cycle from prospecting, negotiation and through closing, including product demonstrations, and follow up with C-level Executives and business owners
- Act as the voices of the client with the Wix product team, helping shape the evolution of Ecommerce products

Customer Care Expert September 2021 to June 2022

- Consulting Wix users to help them grow their online presence by developing their websites and e-commerce solutions
- Develop and maintain positive customer care experience and satisfaction
- Specialization in advanced tech and billing
- Provide expert advice

ACCENTURE

Customer support specialist

Nov 2019 - August 2021

Dublin

- Work with business customers to identify their growth and marketing plans
- Advice on how to implement the advertising campaign to achieve their goals
- Provide product and tool support to improve the overall experience and drive higher product adoption and spend
- Identify trends and solve problems facing multiple business customers
- Provide vital product insights and feedback on client products

SIGVARIS

Assistant head product manager

Sept 2016- August 2018

France

- Marketing analysis & benchmarking
- Analysis of trends, materials, colours and new textile technologies
- Product development, production monitoring and writing of technical specifications
- Quality control: tests and analyses
- Sales analysis, sales follow-up and feedback
- Supplier relationship: meeting, monitoring and product development
- Briefing agencies and style offices

EDUCATION

ISTA, Business School

Master Head Product Textile Manager

2015-2018

France

EPMC - Art School

Advanced technician's certificate Textile Design

2010-2012

France

BEAUX ARTS

Learning different artistic techniques

2007-2009

France

Lycée Jacques Cartier

Baccalaureate with merit

2006-2007

France

LANGUAGES

FRENCH (native)
ENGLISH (fluent)
SPANISH (advanced)

PROFESSIONAL SKILLS

ADAPTABILITY

MANAGEMENT

CREATIVITY

ORGANIZATION