

# Kyla Smith

TEAM LEADER | ECOMMERCE | CUSTOMER EXPERIENCE | PROJECT COORDINATION

Cape Town, South Africa

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## PROFESSIONAL PROFILE

Ecommerce Team Leader with nearly 11 years of experience driving digital operations, delivering exceptional customer experiences, leading cross-functional teams, and coordinating operational workflows across ecommerce, retail and hospitality.

Experienced in managing high-volume operational environments, overseeing end-to-end projects, improving business processes and building collaborative relationships with internal teams, suppliers and customers. I am recognised for bringing structure to complexity, maintaining exceptional attention to detail and solving problems with a calm, customer-first approach.

Alongside my professional career, I have a long-standing passion for African wildlife and conservation. Having completed FGASA Level 1 field guide training and travelled extensively on safaris within South Africa, I am motivated by the opportunity to help others discover a passion for Africa through exceptional travel experiences.

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## CAREER HIGHLIGHTS

- Promoted to Ecommerce Team Lead in July 2024 after consistently demonstrating operational leadership.
- Lead and mentor a team of 5–9 ecommerce and customer service professionals.
- Manage operational executions across an online catalogue exceeding 36 500 SKUs.
- Successfully delivered multiple strategic projects including ERP integrations, Website Theme Upgrade, and Customer Service Platform Migration.
- Developed comprehensive Excel-based trackers and reporting to improve visibility and planning within the department.
- Consolidated executive reporting into a single presentation deck, improving cross-department visibility and reducing preparation time.
- Runner-up – Best Head Office Support Award.

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## CORE COMPETENCIES

### Operations

Operational Coordination • Process Improvement • Workflow Management • Stakeholder Management • Project Coordination • Continuous Improvement

### Customer Experience

Client Communication • Relationship Management • Service Excellence • Escalation Resolution • Problem Solving

### Commercial

Reporting & Analysis • Inventory Management • Operational Planning • Data Analysis

### Leadership

Team Leadership • Coaching • Cross-functional Collaboration • Prioritisation • Decision Making

### Technical

Shopify Plus • NetSuite • GA4 • Microsoft Excel (Advanced) • Zendesk • Freshdesk • Microsoft Office 365

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## PROFESSIONAL EXPERIENCE

### FOREVER NEW SOUTH AFRICA

- Global women's fashion brand founded in Melbourne, Australia, with a presence across international markets.

#### Ecommerce Team Lead | July 2024 – Present

Lead the operational execution of Forever New South Africa's ecommerce business, coordinating daily trading activity, and cross-functional planning for strategic digital initiatives.

##### Key Responsibilities

- Lead, coach and develop a team of 5–9 ecommerce and customer service professionals.
- Coordinate daily ecommerce operations across Marketing, Planning, Finance, IT, Customer Service, and Retail Operations.
- Manage website trading, promotional execution, merchandising and operational planning.
- Deliver commercial reporting and operational insights supporting business decisions.
- Lead implementation of strategic ecommerce projects from planning through deployment.
- Oversee User Acceptance Testing (UAT) for platform enhancements and systems improvements.
- Identify opportunities to streamline operational processes and improve customer experience.
- Act as the right hand to the Head of Ecommerce, deputising in her absence and offering support to the wider leadership team on operational and strategic requirements.
- Partner closely with the Finance Department on the monthly reconciliation of customer transactions across the online, POS and ERP systems, ensuring accuracy and resolving discrepancies.

##### Key Achievements

- Led successful implementation of Gift Card, Split Payment, Transaction and Exchange Integrations, Customer Service platform migration and Website Theme Upgrade.
- Redesigned the ERP–Shopify inventory synchronisation processes, significantly reducing customer refunds caused by stock discrepancies.
- Created operational trackers improving visibility.
- Consolidated reporting into a streamlined presentation deck.
- Established strong working relationships across multiple business units to deliver complex initiatives successfully.

#### Ecommerce Assistant | July 2022 – June 2024

Managed day-to-day ecommerce operations supporting one of South Africa's leading fashion retailers.

- Managed promotional campaigns, website content and product launches.
- Coordinated digital merchandising and onsite customer experience.
- Produced weekly, monthly and annual commercial reporting.
- Managed inventory accuracy across systems.
- Supported ecommerce integrations and User Acceptance Testing.
- Worked closely with Marketing, Buying and IT teams to ensure smooth operational execution.

#### Customer Service & Online Support Administrator | March 2020 – June 2022

Delivered exceptional customer service while supporting ecommerce operations.

- Managed customer communication across email, social media and telephone.
- Resolved complex customer issues within agreed service levels.
- Improved internal operational processes.
- Supported catalogue management and backend ecommerce administration.
- Assisted the Ecommerce Manager with daily operational priorities.

### MANAGEAIR

- Short-term property management company supporting property listings, rentals and day-to-day management.

#### Portfolio Manager | November 2019 – March 2020

Managed a portfolio of over 35 short-term rental properties and coordinated multiple stakeholders while delivering exceptional guest experiences.

Responsibilities included:

- Managed guest bookings and client relationships.
- Coordinated contractors, maintenance and housekeeping teams.

- Oversaw property onboarding and booking platform integrations.
- Managed financial reconciliations and owner reporting.
- Conducted portfolio performance reviews with clients.

#### **TAI WAH TRADE**

- Leading supplier of home and beauty electronics, supplying major retailers including Clicks.

#### **Operations & Ecommerce Coordinator | November 2015 – November 2019**

- Managed ecommerce operations and website administration.
- Coordinated product launches and promotional campaigns.
- Conducted market research.
- Managed executive administration and client communications.
- Represented the business at national and international trade exhibitions.

#### **ABSOLUTE PETS**

- South Africa's largest specialist pet-care retailer, offering a wide range of pet products and services.

#### **Sales Associate | April 2015 – November 2015**

- Built a strong customer service foundation while consistently achieving sales targets and delivering exceptional customer experiences.
- Recognised as Top Sales – Western Cape Sector 2.

#### **ADDITIONS**

- South African fashion jewellery and accessories retailer specialising in occasionwear and event-focused accessories.

#### **Sales Associate (Casual) | December 2014 – April 2015**

- Provided sales support and independently managed store operations when required.

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#### **EDUCATION & PROFESSIONAL DEVELOPMENT**

- SA Specialist – South African Tourism
- Shopify Plus Academy
- Oracle NetSuite Learning Cloud
- Advanced Digital Marketing – DSM
- First Aid Level 1
- FGASA Level 1 Field Guide Training – Africa Nature Training
- National Senior Certificate – Table View High School

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#### **INTERESTS**

- African Wildlife & Conservation
- Safari Travel
- Luxury Hospitality
- Nature Photography
- Travel & Event Planning

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#### **REFERENCES**

Available on request