



Hello, I'm MARIANNA

CUSTOMER EXPERIENCE LEADER

January 2024 – present

MANAGED RESPONSIBILITIES

- Customer data analysis
- Qualitative and quantitative researches
- Segmentation-based CRM strategy
- In-store CX touchpoints improvement
- Loyalty program tailored to customer needs
- Customer-focused country customer service
- Leading a direct team of 7 members

ACHIEVEMENTS

- ✓ Customer Behavioral Segmentation launch
- ✓ AI solutions' integration into Customer Care Service
- ✓ CRM revenue 2.1 times higher than the ambition
- ✓ 4.3% increase in team satisfaction over one year
- ✓ Checkout with the highest NPS score among subsidiaries
- ✓ New role introduction into store processes for premium CX

HARD SKILLS

- budget management and ROI monitoring
- awareness of digital trends (exsp. personalization, AI)
- customer segmentation and data analysis techniques
- analysis to transform raw data into actionable insights

SOFT SKILLS

- unification of cross-functional teams
- passion for designing impactful campaigns
- translate customers' needs into concrete actions
- extracting actionable insights from complex data

TOOLS

- Medallia, Salesforce Service Cloud, Tableau, Hotjar, Google Analytics
- Photoshop, Figma, Salesforce Marketing Cloud, html, css, Javascript
- Airtable, Jira, Trello

TRAINING IN 2025

- Data platform Salesforce

Hi there!

My name is Marianna, I am a 43 years old CX leader, with a total of 18 years of experience at Decathlon.

I am an expert in enhancing customer journeys, optimizing operations, and leading cross-functional teams to achieve measurable results. I am passionate about innovative solutions and fostering a team-oriented environment.

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SPORT

- hiking, cycling, running

VOLUNTEER WORK

- support service of homeless people

REFERENCE

- Overall opinion
Sylvain Grignon, commercial leader
+36 70 199 8364
- E-commerce period:
Gergely Román, e-commerce leader
+36 30 561 3684
- Commerce period:
Gábor Pósfai, country leader
+36 30 443 5641



UX WEBDESIGNER, FRONT-END DEVELOPER

2021-2024

MAIN RESPONSIBILITIES

- Illustrating user interface elements
- Making researches, map user journeys
- Integrating third-party tools to our website
- Taking a design and bring it to life with code

KEY RESULTS

- ✓ Setting up the complex user journey of ecodesign products
- ✓ Establishing qualitative and quantitative UX research strategy
- ✓ Designing and coding the new product listing page for decathlon.hu

CSR LEADER

2017-2021

MAIN RESPONSIBILITIES

- Understanding the needs of disabled, senior, obese or inactive people
- Unlocking the solutions (products & services) to access sport or active practices
- Creating new business opportunities thanks to game-changing human-centric insights
- Managing long-term programs to meet the sporting needs of people with special abilities.

KEY RESULTS

- ✓ 6 charity sport-partnership events each year
- ✓ 6.4% of team members are people with special abilities (2020)
- ✓ CSR activity is TOP1 driver why people apply for our positions.(Randstad, 2019)

E-COMMERCE PROJECT LEADER

2016-2017

MAIN RESPONSIBILITIES

- Launching decathlon.hu
- Developing strategies for sustainable and profitable growth
- Satisfying our digital sports users throughout the user journey
- Collaborating with store teams to create a cohesive 360° ecosystem

KEY RESULTS

- ✓ Overachieving the yearly TO plan
- ✓ The launch of decathlon.hu webshop in July 2014
- ✓ Online marketing campaigns with 16,2% ROI

NATIONAL SPORT LEADER, B'TWIN

2012-2016

MAIN RESPONSIBILITIES

- Creating high level merchandising
- Adapting the ranges to the local market needs
- Animating the retail price policy and commercial campaigns
- Negotiating the purchasing conditions of the country-specific products

KEY RESULTS

- ✓ 11% increase in customer numbers
- ✓ 97% skilled product trainers' team
- ✓ Constant TO and quantity progression each year



STOCK LEADER

2011–2012

MAIN RESPONSIBILITIES

- Guaranteeing the availability of the products
- Helping the logistics and retail with my forecasts
- Acting on trade uncertainties daily to anticipate changes in demand and stock lifetimes
- Analyzing market trends, seasonal patterns, and promotional activities to identify stock fluctuations

KEY RESULTS

- ✓ Improving stock availability by 3%
- ✓ Decreasing EOC rate by 1.1% on YTD basis
- ✓ Achieved 89% accuracy in estimating sales quantities for 1 year at the supermodel level

RECRUITMENT AND TRAINING LEADER

2009–2011

MAIN RESPONSIBILITIES

- Launching of e-learning training system
- Developing strategic plans for new nomination system
- Building up new HR structures adapted to the economic changes
- Selection and support of trainers and continuous development of the trainings

KEY RESULTS

- ✓ Setting up the country recruitment and training policy
- ✓ Finding 4 talents to ensure internal promotions to the store leader positions
- ✓ Ensuring the company's HR transformation during the year of the crisis (Agility in a VUCA environment)

STORE TEAM LEADER

2007–2009

MAIN RESPONSIBILITIES

- Competitor and economic analysis
- Managing stock and merchandising
- Active participation in the enlargement process of the store to 8000sqm
- Developing the skill and managing the recruitment and training of the store

KEY RESULTS

- ✓ 100% merchandising audit
- ✓ HR management of 38 sales assistants
- ✓ Outstanding TO performance of my department (store share: 26%)

