

PROFESSIONAL

E-Commerce Project Director

Bronx, NY

Pet Food Distributors

May 2020 – Present

- Implemented marketing tactics such as email marketing that gained over 1,000,000 in new sales and bringing social media sales up 136% within my first year
- Identified problems within our websites and created time frame milestones to complete an overhaul on all 4 websites to help with mobile optimization, UX, UI, and SEO which brought orders up by 24% search results up by 64% and online seasons up by 183%
- Implementing and managing marketplace operations for our company Happy Bird that fulfills for companies such as Amazon, Wal-Mart and, eBay. Tracking ratings, purchase and, listings to make sure high revenue and happy customers throughout the entire process.
- Actively engaged in ongoing testing and optimization through Google analytics to improve the online user experience. This includes driving traffic and acquire new customers through a smart range of digital marketing channels to efficiently and effectively cover the marketing funnel; such as search engine marketing, affiliates, display advertising, CRM, social media, and third-party relationships
- Daily strategy meetings with our CEO and marketing director to brainstorm new ideas and analyze ongoing ventures that brought sales up by marketing 400%
- Oversaw graphic design projects for digital and printed marketing to stay within our branded style guide
- Developed and implemented systems, processes and functioning improvements to enhance efficiency and effectiveness of ecommerce, such as an inventory system and picking, packing systems to enhance organization of our warehouse
- Hired and trained interns and employees while maintaining leadership and completing projects within budget and time frame
- Promoted a sense of team spirit throughout different departments to encourage progress within the company
- Contracted with outside agencies for support on an as-needed basis
- Maintained business relationships with vendors and clients to foster growth within our mutual businesses

E-Commerce Manager

Los Angeles, CA

Bleu Clothing

May 2019 – February 2020

- Design weekly ads to drive web traffic through Facebook, Instagram, and Google. Improved link clicks by 87% in first week and continue to drive growth
- Run all aspects of photo and video shoots for website and lifestyle marketing content, including photography, location and model scouting, and styling
- Editing photos and videos through Lightroom, Photoshop and, Premiere Pro
- Generate creative content aligned with brand strategy to expand and connect market
- Develop weekly creative promotional emails for subscribed database
- Manage social media accounts through growth hacking, trending hashtags, and creative posts that target audience
- Oversee website merchandising and copy
- Generate biweekly blog promoting new products and promotions
- Manage outsourced SEO team; Supplying team with metadata, generated tags, and targeted demographics. Using data and analytic tools to draw conclusions and make strategic optimizations

Freelance Marketing Consultant

Ezriemyers.com

August 2016 - Present

- *5 East*: Designed and built new demographically targeted website increasing applicants by 30% with continued increase of 5% quarterly. Managed social media and designed promotional content
- *Baltimore Pain*: Designed and built informative website. Implemented actions to foster client/doctor communications
- *Greengate Management*: Rebranded and created website resulting in increased investors and clients
- *Afrah Financial*: Rebuilt website and managed SEO
- *Svan Unlimited*: Consulted on branding and social media to launch new company
- *Nut Market CA*: Managed social media, designed promotional content. Ran marketing campaigns to help build brand awareness and sell products
- *Pavemint*: Built brand awareness and promoted launch of Pavemint app

Marketing Intern

Los Angeles, CA

Suzanne's Special Events

January 2017- July 2017

- Client List: LA Team Mentoring, ETC Gourmet, Sarcoidosis Network, Hyde Bellagio LV, The Midnight Mission
- Managed social media accounts through growth hacking, trending hashtags, and creative posts to target audience generating 10,000+ Instagram followers
- Designed promotional content generating awareness for events
- Contributing to fundraisers fostering relationships between donors and non-profits

EDUCATION

Santa Monica College

Marketing and PR with an emphasis on digital media marketing

CERTIFICATION

Hootsuite Academy of Social Marketing Certification

SKILLS

- | | | | | |
|----------------------|-------------------|------------------------|--------------------------|---------------|
| • Project Management | • Microsoft Suite | • Slack | • Social Media Ad Buys | • WiX |
| • Team Work | • G-Suite | • Adobe Creative Cloud | • Social Media Analytics | • Shopify |
| • Time Management | • Google Ads | • Avid Media Composer | • Hootsuite | • WordPress |
| • Problem-Solving | • SEO | • Pro Tools | • Buffer | • BigCommerce |
| • Communication | • Sniply | • MailChimp | • Photography | • Amazon |