

eCommerce Sales & Marketing Manager

Multi-faceted professional with expertise in marketing, sales management, ecommerce, and business development.

Forward-thinking Marketing Manager and Change Agent with expertise in engaging target audiences, overseeing strategic planning, and directed high-volume sales cycles. Proven leader able to shape and train a team of high-performing professionals and equip them with the tools needed to effectively produce compelling campaigns. Skilled in project management, logistics coordination, timeline implementation, and quality control for impactful deliverables that drive new business. Dedicated to following projects through from concept to successful launch.

Core Competencies

- Marketing Initiatives
- Sales Cycle Management
- Conversion Optimization
- Performance Assessments
- eCommerce / Digital Platforms
- Budgeting / Cost-Saving
- Pay-Per-Click (PPC) Strategies
- Customer Experiences / Success
- B2C / B2B Sales Funnels
- Team Training / Coaching
- Exceeding Revenue Goals
- P&L Management

Professional Experience

DESIGN ESSENTIALS, Decatur, GA

2015 - Present

Head of eCommerce

Advance profitability and expand revenue by spearheading channel expansion, customer engagement, web traffic optimization strategies, SEO practices, lucrative new product launches, and strategic planning. Oversee lean allocation of a \$1.5M budget while integrating cost-saving opportunities. Increase market share with high-performing action plans and go-to-market strategies for ideal product positioning. Identify improvement opportunities and make sound recommendations by analyzing post-event data, campaign performance statistics, and notable trends.

- Achieve an 842% profit growth within one day, breaking previous company records and outpacing competition.
- Strengthen team performance through comprehensive training in multiple areas including billing, business, operations, and cost-saving; reduced costs by \$500K+ on Amazon due to effective new policies and procedures.
- Earned \$10M+ in revenue on average, totaling 35% of total company revenue; work closely with the President.
- Secure a 4-1 Advertising Cost of Sales (ACOS) and 3-1 Return on Investment (ROI) across all paid media campaigns, including Amazon and Google; incorporate use of dashboards and present high-end financial plans.

TOYS "R" US / BABIES "R" US, McDonough, GA

2008 - 2015

Store Manager

Positioned teams for notable growth and success with attentive management and visionary leadership, overseeing 2 assistant managers, 6 supervisors, and 120 employees. Led by example and inspired excellence as the Regional Brand Ambassador, responsible for scouting talent across various campuses. Spearheaded operations for the 300K square-foot business and implemented actionable plans to meet competitive objectives.

- Drove profitability with \$9M in annual sales with considerable annual growth due to innovative strategies.
- Progressed through multiple positions and advanced due to top-tier performances and growth metrics.
- Served as Store Manager, taking the district from bottom 3 to Top 5; earned +120% in new credit card signups.

- Positioned as Assistant Store Manager, nominated as “Top Climber” and featured in Jungle Campus Magazine.

Education

Bachelor of Arts, Marketing | Georgia Southern University, Statesboro, GA (2008)
Honors: Magna Cum Laude

Technical Skills

Amazon Vendor Central
Amazon Seller Central
Big Commerce
Syndigo CXH & Content Analytics
Google Analytics
SEO Keyword farming
PPC Campaign Management
HubSpot/Klaviyo Email Marketing
DSP Management
API Integrations
UX / UI Behavior Testing
Seller Labs
Basecamp/Slack
JIRA- Project Management
MS Suite/Teams