

NAME, MBA

City | Phone | email | LinkedIn

Tools for Transition Sample Resume

Vice President of Marketing *with special expertise in eCommerce*

Strategic, creative and knowledgeable business leader with a deep marketing and technology background who has built innovative and scalable infrastructure and processes to drive new revenue streams.

Successfully built startup organizations to profitability, including turnaround of operations with significant cash flow loss. Helped larger companies grow by utilizing cutting-edge marketing channels to be competitive in a fluid marketplace. Held full P&L and budget responsibility for multi-million-dollar business units. Built creative and motivated cross-functional teams, and mentored global teams with as many as 50 direct/indirect reports.

VICE PRESIDENT OF MARKETING & ECOMMERCE

2019 – Present

Confidential Company

Online retailer of sustainable home furnishings and décor.

Oversaw all aspects of marketing and the eCommerce business with P&L responsibility. Drove execution of strategies for marketing, eCommerce, PR, branding, and site merchandising. Led an internal team of six plus an external agency.

Marketing:

- Created a demographic and psychographic profile of the customer. Developed a customer acquisition and retention strategy that drove business toward a profitable cost per acquisition (CPA).
- Developed a tagging, reporting and analysis process to provide real-time insights into profitability and quality of marketing channels.
- Launched nine distinct marketing channels: paid search, email, affiliate, comparison shopping engines, retargeting, display advertising, print, paid social, and mobile.
- Created content strategy and processes for engaging consumers and influencers through efforts such as blog posts, branded videos and social media campaigns.

eCommerce:

- Conducted SWOT analysis of eCommerce platform and created a 12-month roadmap to improve site experience and increase conversions.
- Implemented heat-mapping tools, user testing processes, and A/B testing plans to identify opportunities for increasing conversions.
- Created standard processes to improve collaboration and efficiency for web refreshes, product uploads, and user experience across creative, merchandising, and marketing teams.

Results: *Increased website traffic by 212%, conversion by 55% and sales by 192%.*

DIRECTOR OF MARKETING & ECOMMERCE

2016 – 2018

Confidential Company

Confidential products with online, mobile and 100+ stores across the U.S.

Recruited to manage marketing and the eCommerce business with P&L responsibility. Directed customer acquisition, retention, and lifecycle campaigns across digital and offline marketing vehicles. Created an internal team of 15 plus external marketing agency and developers.

eCommerce:

- Stabilized existing eCommerce platform to mitigate continued multi-million-dollar losses.
- Migrated entire company to new Hybris platform to create a cohesive, integrated brand experience.

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Confidential Company, Director of Marketing & eCommerce (Continued)

Marketing & Branding

- Led team in analysis of current digital channels and developed standard reporting to evaluate channel profitability. Developed weekly dashboard for reporting by business analysts.
- Refocused marketing efforts to promote branded products as opposed to third-party products, thereby increasing company profits.
- Developed internal process to update store information to leverage searches in Google and Yahoo. Implemented process for tracking store visits and conversions from local search.

Sales Management:

- Instituted training process to provide call center representatives with hands-on product knowledge.
- Tested and implemented a process to connect customers with a representative best suited to assist them based on their riding needs.

Results: Increased website traffic by 65%, conversion by 40% and business EBIDTA by more than 300%.

DIRECTOR OF MARKETING

2013 – 2015

Confidential Company

Referral marketing platform powering global brands

Developed and executed company positioning, pricing, marketing, and sales enablement strategies. Positioned company as a thought leader in the social media marketing space. Managed, directed and developed team of 8 direct reports, external marketing agency and 15 indirect reports.

Product Positioning:

- Conducted SWOT analysis and created a competition matrix to assess brand position and market share.
- Created test pitch and assessed effectiveness with inside sales team for use in demand generation.
- Collaborated with Vice President of Products to develop a 12-month product roadmap, identifying differentiating features for platform.

Demand Generation:

- Revamped website with new products, brand messaging, and lead generation capabilities.
- Hired PR firm to coordinate trade shows and speaking events that were handled individually and by the CEO.
- Developed customer acquisition strategies including SEO, SEM, display, and retargeting. Drove strategy on all marketing collateral including white papers, webinars and case studies.

Results: Increased website traffic by 176%, lead volume by 152% and sales by 185%.

DIRECTOR OF ECOMMERCE

2011 – 2012

Confidential Company

Online and catalog gift retailer featuring luxury gifts.

Defined objectives and established strategies for customer acquisition, retention and brand awareness through online, print, and social marketing. Managed P&L for Digital Marketing, eCommerce, and IT. Managed, developed, and mentored 6 direct reports and 10 indirect reports and external developers.

eCommerce:

- Built eCommerce team and developed online marketing strategies.
- Created reporting for conversion, traffic, and sales. Implemented tracking for all marketing channels.

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Director of eCommerce, Confidential Company, Continued

- Led team responsible for merchandising and website refreshes. Created process for uploading products, pricing, and inventory to ensure fast and accurate site updates.
- Collaborated with platform provider to create 6/12/18 month eCommerce roadmap, implementing technologies such as site search, 360° video views, and personalized gifts.
- Invited to present to company's CEO on technology and business ideas that could be leveraged by the larger organization.

Marketing:

- Generated customer demographic/psychographic reports to understand targeted customer behavior and spending patterns. Identified opportunities to open new channels.
- Launched affiliate, paid search, retargeting, and social channels to increase sales by \$12M in first year.

Results: *Grew revenue from \$5M to \$22M and acquired 200,000 new customers. Reduced annual digital marketing spend by 20% while increasing website traffic by 65%.*

SENIOR DIRECTOR OF MARKETING

2007 – 2010

Confidential Company

Global provider of personalization solutions for online retailers.

Key member of executive team and instrumental in growth of startup company with 10 employees and \$2 million in funding. Built multiple teams and set product requirements, marketing, and sales strategies. This foundation was used to obtain \$25 million in funding to productize technology for banking, entertainment, retail and fitness verticals.

- Built and then managed two key business units for the retail and entertainment verticals. Held full P&L responsibility for \$2 million marketing and IT budgets.
- Developed and managed an international team of 25 developers, creatives, marketers and business development associates.

Results: *Instrumental in business reaching profitability in two years through a shift in business strategy and relaunch of the brand to SMB retail clients.*

EDUCATION

Confidential University – MBA, *Marketing & Entrepreneurship*

Confidential College – B.A., *Marketing*