

# Andrew McMorro

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## Technical Skills & Projects

Ecommerce Management, Email Marketing, Revenue Generation, Project Leadership, Data Analysis, Technical Skills, Marketing Expertise, User Experience Optimization, Automation, Trend Awareness, Reporting and Analytics, Sales and Customer Engagement, Website Migration, Content Creation, Inventory Management, Wholesale Dealer Portal Management, Responsive Web Design, SQL Database Management, Data-Driven Decision Making, Communication and Collaboration.

## Relevant Work Experience

### Revo Brands | Oct 2021 - Present - Ecommerce Manager

Plymouth, MN

Optimized RealAvid.com website and wholesale dealer portal for improved user experience and sales. Managed ecommerce data and reporting, including sales, customer data, product churn, and site traffic analysis. Designed and optimized product listings, descriptions, and keywords for improved discoverability and conversions. Implemented Klaviyo for data-driven email marketing campaigns and automated systems for data collection and notifications.

### Dakota Stones | July 2018 - Oct 2021 - Ecommerce Specialist

Edina, MN

Successfully migrated ERP system from Intuit POS to Bright Pearl and Shopify and managed data migration from POS to SQL databases. Led website transitions from 3dCart to Shopify and ColdFusion to Shopify, responsible for data management and reporting for sales, customers, product churn, and site traffic. Experienced in custom HTML, CSS, and JS development for Shopify theme functionality and re-platformed Dakotastones.com to a responsive theme on 3dCart. Managed the physical inventory process, created product listings via CSV, and created weekly email campaigns, ads for print, and content for Dakota Stones' blog and social media sites. Additionally, served as a sales associate at trade shows.

### Treasure Island | July 2015 - June 2018 - Senior Digital Specialist

Red Wing, MN

Designed and developed the Treasure Island Casino website (TICasino.com) and implemented email marketing using ExactTarget. Managed various digital media campaigns, including SEO, SEM, PPC, social media, and display ads. Also, designed and scheduled digital media for both in-casino and out-of-casino locations, including highway LED signs. Experienced in editing video footage for social media and managing email campaigns and mailing lists. Additionally, designed and coded the Mount Frontenac Golf Course website.

## Education

### Brown College | April 2006

Mendota Heights, MN

AA in Visual Communications with Emphasis on Multi-Media

Relevant Course work includes:

Ecommerce Fundamentals, Digital Marketing, Web Design and Development, Multimedia Content Creation, Email Marketing and Automation, Ecommerce Analytics, Mobile Commerce, UI and UX Design, Online Payment Systems and Security, Supply Chain Management, Social Media Strategies for Ecommerce, CRM, A/B Testing and Conversion Optimization, Online Advertising and Retargeting, Ecommerce Project Management.