



# BOYD STACKEN

MARKETING

ECOMMERCE | WEB DEVELOPMENT  
ANALYTICS | GRAPHIC DESIGN  
SALES | COMMUNICATION

## CONTACT

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Hudson, WI 54016

## PRO SKILLS

- Innovative Thinking
- Effective Communicator
- Analytical & Results Driven
- Collaborative & Independent
- Customer-first Perspective
- Online Reputation Management
- CRM Management
- Email & Direct Mail Marketing
- Adobe Lightroom, Illustrator & Photoshop
- SEO & Content Optimization

## ABOUT ME

Experienced Marketing & Sales Professional driven to be a part of a market-leading organization that stands behind their products and services while delivering a customer-first experience. With hands-on integration of marketing, sales, customer reputation management, and communication, I've had the opportunity to be a part of success and want to share that with a company while utilizing my full potential. I believe my past experiences and skill sets can contribute to the company's enduring success.

## EDUCATION

2012 - 2016

**BACHELOR OF SCIENCE | MARKETING COMMUNICATIONS**

**BACHELOR OF SCIENCE | COMMUNICATION STUDIES**

*University of Wisconsin - River Falls*

## WORK EXPERIENCE

### ECOMMERCE MARKETING & OPTIMIZATION MANAGER

645 Hale Ave N.  
Oakdale, MN 55128

Comply Foam | April 2022 - Current

- Drive performance and optimization of the product merchandising and detail pages
- Develop and manage KPI's/metrics, utilize analytics to report on the performance across e-commerce efforts, glean insights and share findings with key stakeholders
- Support new product launches and promotional campaigns by developing product listings, including asset and content development while meeting agreed-upon timelines.
- Closely monitor customer needs, site performance & trends to develop, deliver, and main best-in-class site experiences utilizing connected applications, improving user interface/user.
- Analyze, evaluate, and shift digital marketing campaigns, shopping trends, and competitive landscape to drive increased customer acquisitions (reach/impressions), and conversions, and meet revenue goals
- Utilize SEO tools and PPC ads, understand competitors' presence in the marketplace and deploy keywords, advertising to spend efficiently (ROI) and maximize online performance (ROAS).
- Work with E-Commerce Marketing & Sales Manager to build the strategy, align creative goals, and develop the plan that includes email/SMS, social media, and digital marketing campaigns, and includes customer engagement (i.e. influencer program, blogs, etc.) while maintaining budget and forecast alignment.

### REGIONAL MARKETING MANAGER SERVICE SALES MANAGER

N8232 945th St.  
River Falls, WI 54022

Green Oasis | May 2016 - April 2022

- Grow customer count in all services & monitor new sales and cancel rates regularly
- Train and manage inside/outside service sales staff
- Create and manage and track inside sales campaigns
- Monitor and Implement up-sell opportunities using automated systems & processes
- Enhance and manage online reviews to positively reflect company reputation
- Implement efficient communication models to strengthen customers' experiences
- Provide valuable & relevant content to increase credibility and client engagement
- Design and plan email & direct mail campaigns for sales & educational purposes
- Showcase projects & community involvement through Social Media Platforms
- Trade show coordination and execution to establish new leads & potential clients
- Update website content to improve the user experience and utilize for SEO ranking
- Execute sweepstakes, contests, & sponsorships to engage with local communities