

A CREATIVE, ANALYTICAL E-COMMERCE MANAGEMENT PROFESSIONAL adept at offering an exceptional client experience, completing transactions, driving market expansion and bolstering revenue through proven strategies. Skilled at identifying opportunities for growth, developing action plans and engaging teams to achieve those objectives. Possesses an advanced level of technical skill that aides to defining website appearance, product mapping, customer interaction and corporate messaging.

**AREAS OF EXPERTISE INCLUDE:**

- Search Engine Optimization
- Data Analytics & Traffic Monitoring
- Keyword Research
- Link Building
- Conversion Rate Optimization
- Brand Organization & Messaging
- e-Commerce Sales Strategy
- Competitor Research
- Web Design Coordination
- Marketing Campaigns
- e-Commerce Site Administration
- Enhancing Customer Experience

**PROFESSIONAL EXPERIENCE**

**THE BOWLING UNIVERSE**  
**FOUNDER / OWNER**  
2016 - ONGOING

*Self-initiated project to experiment with brand building, social media marketing, content creation and SEO.*

**KEY ACCOMPLISHMENTS**

- Created a bowling brand and Shopify site, growing traffic organically from zero to 25k monthly users.
- Created and commissioned content based on keyword research to successfully rank for multiple keywords in the SERPs at the zero and first position.
- Organically grew an Instagram following of 4k+ followers in the first 5 months.

**1800WHEELCHAIR.COM**  
BROOKLYN, NY  
**DIRECTOR OF E-COMMERCE**  
2011 - 2019

*Oversight of all aspects of the eCommerce business including, content strategy and development, promotional campaigns, marketing, website design, web analytics and web technologies.*

**KEY ACCOMPLISHMENTS**

- Spearheaded market research to identify new products and opportunities. Reported findings to senior stakeholders to help shape the strategic vision of the organization.
- Orchestrated monthly A/B design testing and execution, measuring and reporting all results.
- Directed the development team to effectively resolve bugs and implement requested changes and features.
- Strategized and designed weekly email campaigns using MailChimp.
- Oversaw the daily management of backend product data.
- Led the successful transition of all product data from a .NET platform to Magento.
- Ensured user-experience was informative, easy to navigate and interactive.
- Grew the business year over year expanding awareness, revenue, conversions and overall profits.

**BOARD PARADISE**  
GREENSBOROUGH, NC  
**RECEIVING MANAGER**  
2007 - 10

*Management of warehouse and staff, keeping operations at optimal levels at all times.*

**KEY ACCOMPLISHMENTS**

- Monitored inventory across the warehouse, website and retail locations. Advised management when to reorder so products were full stocked.
- Utilized Retail Management Systems to periodically update the web store ensuring product was available.
- Exceeded established daily goals, specifically in the areas of receiving, stocking, inventory control and shipping.

**EDUCATION & TECHNICAL PROFICIENCIES**

**GUILFORD TECHNICAL  
COMMUNITY COLLEGE**  
JAMESTOWN, NC

**DEGREE IN COMPUTER INFORMATION TECHNOLOGY**

- Magento · Shopify · HTML · CSS · Moz Tools · SEM Rush · FTP  
Google Docs · MS Office Suite