

Contact

ellennewellevans@gmail.com

www.linkedin.com/in/ellen-evans-79631ba4 (LinkedIn)

Top Skills

Search Engine Optimization (SEO)

SQL

Ad Hoc Reporting

Publications

Detour Motorcycle Gear Catalog

Ellen Evans

Search - Internal Search, SEO, & SEM (Google Ads Certified)

Charlotte, North Carolina

Summary

Experienced Search professional with a strong performance history in E-commerce. Skilled in SEO, SEM, & Internal Search. Experience with both Google and Adobe Analytics.

Experience

Positec

Marketing Analytics & Sales Planner

July 2017 - Present

Charlotte, North Carolina Area

Summary

The Marketing Analytics Sales Planner is responsible for the execution, analysis, and reporting of online marketing activities including: driving search engine optimization and organic traffic and online testing to ensure we meet/exceed performance metrics as well as revenue goals.

Key Responsibilities

1. Responsible for SEO for all North American websites, including on page, technical (working with development team) and managing external SEO agencies and tools
2. Responsible for internal search configuration, display, and accuracy
3. Responsible for all A/B and multivariate testing programs on all North American websites, works hand in hand with testing vendor and internal departments to develop execute and report on tests
4. Creates and updates reporting for all North American websites and briefs executive team and stakeholders regularly
5. Develops and manages reporting templates (daily flash/weekly exec summary, site funnels, ecom dashboard-etail and direct unified)

6. Identify customer insights key performance indicators that assist Usability Manager in design of A/B and/or multivariate tests that optimize UX +Cart Conversion
7. Designs and executes primary customer research (qualitative and quantitative) to assess e-commerce customer satisfaction with current product/offers
8. Designs and executes custom analysis of customer behavior and usage patterns
9. Manage day-to-day activities of Marketing Analyst, Merchandising

Lowe's Companies, Inc.

2 years 7 months

Search & Navigation Analyst - Seasonal Living

September 2016 - July 2017 (11 months)

Mooreville, NC

Online Taxonomy Analyst - Seasonal Living & Lawn & Garden

January 2015 - September 2016 (1 year 9 months)

Mooreville, NC

- Research, design, recommend and implement the online taxonomy architecture for assigned merchandizing divisions
- Perform extensive product marketing data research to determine best-in-class merchandizing characteristics
- Provide daily project management and monitoring for all controlled vocabulary development in collaboration with Lowe's business partners
- Optimize website navigation for customers via product category organization improvements
- Serve as a subject matter expert on product taxonomy and onsite search

Jafrum.com

Media Production Specialist

February 2012 - January 2015 (3 years)

Charlotte, NC

- Compose ideas for email marketing/email blasts and send out emails to subscriber groups using Exact Target

- Create infographics of items featured on website to better convey uses and features to web-shoppers
- Webpage creation and display using NetSuite (including HTML coding), utilizing data-entry and analytical skills to properly reflect product images, features, and pricing, gathering information from vendor sites, brand sites, and ftp sites
- Content management of the assigned brands from the site, including price updates, stock, and status, consistency, and complete and correct information displayed
- Brand and item organization, including but not limited to page layout, landing pages for preferred categories, sub-categories, and SEO content
- Promotion of qualified items to increase sales based on multiple factors including season, stock, price, and map policy
- Compose brand and page paragraphs for SEO purposes
- Administer WOW cards given throughout the company, including logging them, checking qualifications, and money-handling
- Manage social media pages, including Facebook, Instagram, Pinterest, and twitter
- Attend industry trade shows and represent Jafrum.com
- Photograph products in a consistent marketable manner meeting industry guidelines and expectations using Adobe Photoshop and Lightroom for web sales and marketing
- General office administrator duties such as job postings, office form creation, and filing
- Film product videos using a Canon 5D Mark ii, setting up lighting and capturing high-quality audio for items carried to and gain YouTube subscribers
- Edit and publish videos using the Adobe Suite (including AE, Premiere, and Illustrator) that visually and creatively meet industry standards
- Manage the video team members and provide solutions for day-to-day matters
- Assist customer service with difficult situations and provide reasonable solutions
- Answer calls in customer service role and train them when needed

Ritz Camera & Image

Manager/Lab Tech

May 2007 - January 2011 (3 years 9 months)

Ballentyne, Charlotte, NC

- Conducted hiring interviews for salesperson and supervised a staff of 10 employees

- Train, supervise, coach, monitor and provide feedback for a team of store employees.
- President's circle of excellence 2 years in a row
- Consistently the top ten of sales goals, and won various sells initiatives such as the Nikon Sales contest.
- Promote positive customer relationships by focusing strong attention on meeting customer needs and ensuring their satisfaction
- Ensured lab and print bar is maintained at company standard by completing daily/weekly/monthly maintenance
- Administered and evaluated individual and store sales goals.
- Developed strategic sales skills of the store's team, that include: qualifying a customer, assisting the customer with the product that suits their individual needs, and accessorizing with the appropriate items such as extended service warranties.
- Taught single lens reflex (SLR) classes

Education

University of North Carolina at Charlotte

Full Stack Web Development Certification · (2019 - 2019)

Central Piedmont Community College

Associate's degree, Photography · (2007 - 2009)