

## Professional Experience

### **E-commerce Retail Specialist**

Sunlight Meals Inc., Boston, MA | May 2018 - Present

- Lead the development of product pages, displays, and promotions for a multimillion-dollar e-commerce business providing prepackaged meals to consumers
- Partner with cross-functional teams across sales, digital marketing, and e-commerce to develop and execute promotional campaigns for individual products and monthly subscriptions, which generated a \$500K increase in annual revenue
- Analyze KPIs and evaluate consumer metrics to enhance data-driven decision making for web copy, product displays, and marketing materials

### **E-commerce Retail Specialist**

Plant-based.com, Boston, MA | May 2016 - May 2018

- Drove digital marketing campaigns and initiatives for a plant-based foods e-commerce platform generating over 15.5M in annual revenue
- Partnered with the marketing and sales teams to enhance web copy for product pages, which drove a 50% increase in monthly sales conversions