

Lisette Diaz

San Francisco, CA

707-236-0579

LisetteDiaz@me.com

Key Qualifications

Highly organized, energetic, goal driven individual with passion & experience in:

- CMS & HTML
- Project Management
- Silverpop & Goggle Analytics
- Written & Oral Communication

Experience

Gymboree

July 2015-Present

San Francisco, CA

Associate Site Manager

- Responsible for all business, creative and merchandising aspects of Crazy8.com.
- Own and upload content strategy for all site & mobile through blue martini CMS tool.
- Demonstrates up-to-date expertise in Merchandising and applies this to the development, execution, and improvement of merchandising product life cycle.
- Strong understanding of strategic communications planning, online marketing, social media, communication design principles, information architecture, Search Engine Optimization strategies, and creative process.
- Report, track and analyze campaign performance proving success in strategies and ROI through Google Analytics and KPI reports.
- Design and direct email campaigns through Silverpop campaign management platform.
- Initiate A/B testing on subject lines, calls-to-action, and headlines that increased open rates and customer engagement.
- Reports business need to Ecom Director, VP's and any remaining stakeholders.

Gymboree

December 2014-July 2015

San Francisco, CA

Assistant Site Manager

- Responsible for all business, creative and merchandising aspects of Janieandjack.com.
- Schedule all planning activities and events from concept to execution.
- Develop & implement email marketing campaigns catered to a new branding strategy.
- Led weekly cross functional meeting from a web and email point of view.
- Execute new collection launches & promotional events partnered with merchants.
- Increase overall customer conversion and overall experience.
- Partner with Marketing and BCS team to execute an omni-channel holistic experience.

Sephora

March 2014-December 2014

San Francisco, CA

Merchandising – Ecommerce

- SKU set up & maintenance for 97 brands across fragrance and color.
- Partnered with Copy, Photo & Marketing Team on website maintenance projects.
- Assisted in management of brand strategies, including monthly business analysis.
- Management of brand assortments and timeliness of posting.
- Executed promotions, launches, animations and marketing activities.

Education

FIDM/ The Fashion Institute of Design & Merchandising

2013

San Francisco, CA

Bachelor's Degree: Business

Associate of Arts Degree: Merchandise Marketing

LinkedIn: <http://www.linkedin.com/pub/lisette-diaz/46/a9a/978>