
MICHELLE MAK



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michellemak.com

PROFESSIONAL SUMMARY

Proactive • Communicative • Curious

Creative thinker with the analytical and technical skills to analyze data, solve problems, and make impactful business decisions.

SKILLS

Python, R, XLSTAT, BI, Salesforce
Business Manager, Google
Analytics, JIRA, SCRUM, A/B testing
Adobe Analytics, Adobe Suite

EXPERIENCE

ONLINE PRODUCER, UGG NA | DECKERS BRANDS

(Role equivalent to E-commerce Manager + Product Owner)

December 2019 – Present

Work cross-functionally to develop and execute a Go-To-Market strategy with a roadmap for site enhancements, retail activations, and product stories to hit annual business targets.

- Manage the migration of data and web functionality to a new codebase in order to upgrade the platforms of three different websites.
- Improve site performance by proactively studying site analytics, A/B testing, and formulating personalization strategy.
- Created and executed a holiday plan that delivered the biggest e-commerce day, month and quarter in company history, with a **15%** growth in year-over-year revenue and **5%** increase in year-over-year conversion.

ASSOCIATE ONLINE PRODUCER, UGG NA | DECKERS BRANDS

April 2018 – December 2019

Carry out the in-season Go-To-Market plan through project management of developer tasks, innovative merchandising, promotion strategy, and content planning.

- Proposed and implemented site features that contributed to the **7%** growth in year-over-year revenue and **28%** increase in year-over-year conversion.

DIGITAL MARKETING MANAGER | UCSB COLLEGE OF ENGINEERING

August 2017 – April 2018

Oversaw cross-platform marketing campaigns, managed the College's site content and UX improvements, and created project management process for website requests.

EDUCATION

M.S. APPLIED DATA SCIENCE | JUNE 2019

Syracuse University

https://github.com/michmak/syr_portfolio

B.A. COMMUNICATIONS | JUNE 2014

University of California, Santa Barbara