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# MICHELLE MAK

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[michellemak.com](http://michellemak.com)

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## PROFESSIONAL SUMMARY

Proactive • Communicative • Curious

Creative thinker with analytical and technical skills to clean, organize, explore, and model data to make educated business decisions.

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## SKILLS

Python, R, XLSTAT, BI, Salesforce Business Manager, Google Analytics, JIRA, SCRUM, Adobe Analytics, Adobe Suite (Photoshop, InDesign, Premiere, After Effects)

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## EXPERIENCE

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### ONLINE PRODUCER, UGG NA | DECKERS BRANDS

December 2019 – Present

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 realm in order to upgrade the platforms of three different websites.
- Formulated 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 AND WEB 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 from faculty and university organizations.

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## EDUCATION

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### M.S. APPLIED DATA SCIENCE | JUNE 2019

Syracuse University

[https://github.com/michmak/syr\\_portfolio](https://github.com/michmak/syr_portfolio)

### B.A. COMMUNICATIONS | JUNE 2014

University of California, Santa Barbara