

Microsoft Office User

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Experience

MISSION WORKSHOP: eCommerce Manager 09/2015 – Present

- **Ecommerce Management / Web Development:** Front-end development (PHP & Shopify Development)
- **Marketing & Promotional Planning:** Work directly with CEOs, Creative Director, and Marketing Director to design and develop promotional plans based on production schedule, product launches, and creative content.

ISSEY MIYAKE USA: eCommerce Strategist & Digital Media Coordinator 05/2014 – 8/2015

- **ECommerce Strategist:** Head of all e-commerce (sales, inventory management, and functions). Created & maintained ecommerce content, layout, & appearance to increase traffic and conversions. Oversaw daily analytics and traffic for marketing opportunities. Point-of-contact for all ecommerce customer service.
- **Email Marketing & Digital Media:** Developed US digital marketing strategies through email, and social media marketing resulting in a 64% increase in marketing traffic and 155% increase in marketing conversion rate.
- **Analytic/SEO/SEM:** Increased organic search traffic by 93% with online organic SEO. Increased Google CPC traffic by 5% by implemented a US focused Remarketing & Placement display ad campaign through Adwords. Oversaw and managed Google Analytics & Adwords – SEO & SEM through ecommerce platform. Developed detailed analytic reporting for domestic and international records. Discussed targets and analytical strategies to increase overall web performance and revenue.
- **Buying & Budget:** Created seasonal budget for product, advertising, and special promotions based on corporate records and projected US/international fiscal goal. Planned seasonal buying decisions based on style sales history.
- **Creative Direction & Web Merchandising:** Lead creative direction for all virtual activities including seasonal media planning and e-commerce visual merchandising. Managed relationship with web development firms to ensure proper branding and usability. Oversaw implantation and relaunched corporate web presence resulting in 105% increase in overall conversions.

OWEN NYC: Retail Coordinator & eCommerce/Digital Media Director 05/2012 – 1/2014

- **Digital Media Director:** Managed all web marketing, site appearance, and media production. Responsible for branding, creative direction, and marketing. Produced social media/web content that best represents the brand, and designer matrix. Worked closely with owner, agencies, and graphic designers to produce a cohesive and appealing online presence.
- **eCommerce Director:** Oversaw all e-commerce sales, inventory, and production. Designed, managed, and executed all photography for editorial, and ecommerce merchandise. Created and maintained copyright and data entry.
- **Retail Coordinator:** Oversaw sales floor, managed staff, and assisted in sales. Consulted with owner, and employees to assure outstanding customer and employee morale resulting in improved customer loyalty and employee retention.

Education

General Assembly: Front-end Development

04/2016 – 06/2016

Fashion Institute of Technology

01/2011 – 06/2011

Skills: CMS: Shopify, Wordpress, Magento, Drupal . PHP: HTML/HTML5, CSS/CSS3, JS. Hosting Systems: Go Daddy, Media Temple. SEO, SEM: Google Analytics & Adwords. POS: Run-it, Lightspeed and Retail Pro systems. Adobe Creative Cloud. All computer programs/office systems – both Mac & PC. Email Marketing Systems: Campaign Monitor, Mail Chimp, iContact.