

# Rick Seufert

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## EXPERIENCE

### **MAVION, Portland, OR - eCommerce Manager**

NOVEMBER 2019 - PRESENT

- ❖ Uniting the worlds of traditional fashion ecommerce and digital fashion via the blockchain.
- ❖ Supporting independent designers with recurring revenue streams from NFT royalties.
- ❖ Employs state of the art AR and VR platforms to create new and unique digital fashion experiences.
- ❖ Creates and optimizes automated SMS and e-mail flows to onboard new leads and guide them through our marketing funnel.
- ❖ Develops and implements drip campaigns and data-centric customer journeys using Klaviyo and other marketing platforms.
- ❖ Uses knowledge of HTML, CSS, JavaScript, and Liquid templates to personalize our Shopify theme and develop custom, performant landing pages.

### **The Accessory Junkie, Portland, OR - eCommerce Manager**

NOVEMBER 2019 - PRESENT

- ❖ Drives online sales and customer leads by synthesizing cutting edge eCommerce tools, marketing automation platforms, and influencer marketing partnerships.
- ❖ Leverages Shopify apps, Klaviyo, and paid media remarketing to increase sales and improve customer retention via web, social media, email, and SMS channels.
- ❖ Creates and optimizes automated SMS and e-mail flows to onboard new leads and guide them through our marketing funnel.
- ❖ Developed a custom solution to drive live in-market sales from Instagram stories by using SMS chatbots (Chat Commerce).
- ❖ Sets up and manages SMS, Facebook, and Instagram chatbots, leveraging Shopify and Manychat.
- ❖ Developed and implemented a custom back-in-stock notification solution using Shopify, HubSpot, and Klaviyo.
- ❖ Uses knowledge of HTML, CSS, JavaScript, and Liquid templates to personalize our Shopify theme and develop custom, performant landing pages.
- ❖ Successfully migrated our eCommerce storefront to Shopify, which increased overall website performance and sales.
- ❖ Develops augmented reality (AR) filters to facilitate product discovery and grow social media engagement.
- ❖ Creates and optimizes paid media campaigns to drive engagement, leads, and online sales.

### **Studios First, Portland, OR - Digital Marketing Consultant**

DECEMBER 2017 - DECEMBER 2020

- ❖ Planned and implemented marketing campaign strategies across numerous social media accounts, platforms, and WordPress sites.
- ❖ Measured and gathered analytical data to assess the state of the client's marketing performance to date, which then made it possible to gauge the success of our future efforts.

- ❖ Wrote and published content descriptions, blog posts, and marketing emails. Used knowledge of HTML/CSS and other markup languages to compose vibrant, engaging creatives.
- ❖ Identified and tracked appropriate KPIs. Delivered actionable reports to high-level stakeholders.
- ❖ Coordinated successful digital publishing schedules across a team of publishers, editors, and content creators.
- ❖ Used Photoshop and other image editing software to create content for our social media and blog posts. Consistently created engaging photo collages and animated GIFs for our new daily content.
- ❖ Regularly engaged with content consumers via our social media accounts, forums, and WordPress comment sections. Presented reports to ownership in a digestible and actionable format.

### **CRM BlackBox, Portland, OR – Client Campaign Manager**

SEPTEMBER 2016 - DECEMBER 2017

- ❖ Managed and optimized the e-commerce offers of dozens of clients in a variety of verticals.
- ❖ Successfully developed and implemented marketing strategies for high-level ad spends.
- ❖ Set up and managed email campaigns using services like SendGrid, MailChimp, MailJet etc. Created responsive and engaging email creatives using knowledge of HTML/CSS.
- ❖ Onboarded new clients with existing offers and successfully launched several new offers for clients with no previous ecommerce experience.
- ❖ Communicated client needs to our web design & development team. Defined requirements and optimizations for clients' sales pages and other web assets.
- ❖ Used industry standard and proprietary analytics to measure and improve the performance of clients' ecommerce offers.
- ❖ Continually measured client sales page performance and customer retention. Offered solutions to improve conversion and reduce churn.
- ❖ Led regular conference calls with clients and teams from around the world. Generated reports and effectively conveyed pertinent information.
- ❖ Presented new solutions to clients that met their evolving needs, while meeting internal vendor referral goals.
- ❖ Coordinated the efforts of clients' third party development, customer service, fulfillment, merchant processing, and advertising teams to improve revenue.
- ❖ Became an expert in a variety of CRM software; including Limelight, Konnektive, & Salesforce. Trained clients and teammates to effectively use CRM software.

### **Atmosphere Apps, Gainesville, FL — Product Manager**

APRIL 2011 - FEBRUARY 2016

- ❖ Oversaw the lifespan of our mobile applications, from initial design to development, release, and marketing.
- ❖ Led the design and development of new releases and new features. Collaborative user-focused wireframing with outside stakeholders, design, and development teams. Helped build consensus among all stakeholders.
- ❖ Created requirements and specifications documents based on user and stakeholder needs.
- ❖ Advocated for the user and stakeholders during regular Scrum/Agile development team meetings. Created user stories and led conversations about feature development.
- ❖ Coordinated efforts between partners and our development team. Achieved a unified consensus on the goals and priorities for each project.
- ❖ Helped our partners serve, track, and troubleshoot mobile advertisements from a variety of ad networks (DoubleClick, AdMob, AdWords, Xaxis).
- ❖ Implemented and sent push notifications via Urban Airship. Tracked engagement to inform future push strategies.
- ❖ Used analytics data to drive the prioritization of new features. Gathered data from A/B and beta testing to inform design decisions.

## PROJECTS

### Virtual Try On Earrings — *Augmented Reality Filters*

Single-handedly conceived of and developed Instagram / Facebook AR camera filters that allow users to virtually try on and shop for real-life earrings using their mobile device. Used SparkAR and Photoshop to create custom AR experiences for our most popular earrings, which successfully drove social media engagement and increased sales.

### Mylan GBR Guide — *Mobile application*

Worked with business partners to create the Mylan GBR Guide mobile application for iOS, Android, and BlackBerry. Advised partners on a proper database format for the application's content. Helped create and improve upon a content update procedure for the app. Met project requirements by successfully navigating the technical issues that arose while developing for the out-of-favor BlackBerry platform and the communication issues associated with white label projects.

## EDUCATION

### **SUNY Fredonia, Fredonia, NY** — *Computer Science & Information Systems, BS*

AUGUST 2002 - MAY 2006

Systems software track: Software Engineering, Web Programming, Design and Development processes, UI/UX, Java, C/C++, Data Structures, UNIX Systems Programming, Computer Architecture, Paradigms of Programming Languages, Discrete Math

## ADDITIONAL SKILLS

- ❖ Ability to accurately analyze and interpret marketing data to offer actionable recommendations.
- ❖ Experience in the latest Search Engine Optimization and App Store Optimization techniques.
- ❖ Experience wireframing and creating mock-ups with a focus on usability, accessibility, and a positive user experience.
- ❖ Strong communication and collaborative skills paired with an innate ability to learn new software and technical skills.
- ❖ Ability to coordinate the efforts of people from different teams and backgrounds to complete projects in a scrum environment.
- ❖ Experience reading, writing, and debugging: HTML, CSS, JavaScript, PHP, Python, Java, C/C++.