

OBJECTIVE	Searching for a challenging career in the digital marketing industry for a growing company where I can bring my previous experience as well as gain new skills and knowledge.
EXPERIENCE	<p>CLIENT DEVELOPMENT MANAGER, BIZRATE INSIGHTS, A DIVISION OF TIME INC. November 2015-Present (Los Angeles, CA)</p> <ul style="list-style-type: none">-Work with Internet Retailer Top 500 list to understand their objectives and make best-practice recommendations for using customer survey data to improve customer satisfaction and the customer experience on their websites.-Build and maintain relationships with high-level executives to provide account management support and educate retailers about the Bizrate Insights suite of products.-Provide consultative services to clients based on analysis of their data.-Upsell to clients to purchase additional services and solutions to meet their needs as well as assisting in site implementation. <p>ACCOUNT MANAGER, DEALAM.COM AND 55HAITAO.COM May 2012-November 2015 (Los Angeles, CA)</p> <ul style="list-style-type: none">-Lead and manage over 500 affiliate programs working with the merchant, network and agency with referral models that include CPA, CPC, CPL and CPM.-Responsible for building new relationships with direct affiliates, as well as maximizing relationships with existing partners through media strategies to increase performance.-Report on performance, opportunities and plan for growth on a weekly and ad hoc basis.-Create, present and sell customized marketing packages to clients to increase revenue.-Manage the creative development and execution to support the affiliate marketing effort and ensure creative trafficking requests are met.-Responsible for media buying, social media marketing and email marketing.-Provide frequent progress reports regarding online marketing and performance metrics to clients. <p>MEMBERSHIP DIRECTOR, OHIO ASSOCIATION FOR JUSTICE September 2010-May 2012 (Columbus, OH)</p> <ul style="list-style-type: none">-Create materials for OAJ programs, weekly newsletters and marketing campaigns to attract new members as well as serve current members.-Develop and implement programs to encourage member retention and assist in recruitment while managing social media accounts. <p>STORE MANAGER, ABERCROMBIE & FITCH June 2008-September 2010 (Columbus, OH)</p> <ul style="list-style-type: none">-Led the management team with the everyday operations and detailed standards involved in running a multimillion dollar business.-Recruited and trained a staff of over 200 employees on the meticulous visual, operational, and customer service standards.-Assisted the visual team, buyers, merchants and allocators from the Columbus home office to set the standard for running more than 400 stores across the country.
EDUCATION	<p>OHIO DOMINICAN UNIVERSITY- COLUMBUS, OH- MBA THE OHIO STATE UNIVERSITY- COLUMBUS, OH- BSBA Major: Business Administration specializing in Marketing and minor in Fashion Merchandising Member of Delta Gamma Fraternity and Fashion Guild</p>
ACHIEVEMENTS	<ul style="list-style-type: none">-Successfully hit quarterly goals for 2016 and 2017.-Launched an app on IOS and Android for both sites and ran a fashion and beauty dedicated Weibo page with over 2.5 million followers.
SKILLS: SALESFORCE, INSIDE SALES, EXCEL, MARKETO, GOOGLE ANALYTICS, ABILITY TO WORK ACROSS DEPARTMENTS, RELATIONSHIP BUILDING	