

# SARAH HIGLEY

## Professional Figure Outer | Senior eCommerce Manager

eCommerce expert with several years of experience in Shopify, Amazon Proseller, analytics, employee mentorship and project management.

## WORK EXPERIENCE

### Senior Manager of eCommerce

*Deseret Book Company | October 2022 - Present*

- Spearheaded the pivotal role in Deseret Book's extensive migration project, transitioning their legacy website to Salesforce Commerce Cloud over multiple years.
- Orchestrated the intricacies of Deseret Book's eCommerce team, effectively managing tasks, workflows, and meetings to ensure timely delivery.
- Conceptualized and executed the complete architecture of the new Deseret Book website within a remarkable 3-month time frame, resulting in a consistent increase in conversion rates by over 4%.
- Acquired proficiency in utilizing and implementing Bootstrap to construct our ecommerce platform, enhancing website functionality and user experience.
- Directed a \$10 million sales channel, strategically charting plans for sustainable growth year after year in collaboration with my team.

### eCommerce Channels and Growth Manager

*Deseret Book Company | January 2022 - October 2022*

- Maintained and budgeted \$20k-\$30k of monthly expenses, resulting in a minimum of \$150k of dollars in monthly online revenue.
- Collaborated with software developers to help manage website interface issues and communicated the needed and wanted features and functions from executive leaders.
- Expanded the online sales and growth potential of all third-party channels, including Amazon Proseller seeing 10% revenue growth year over year.
- Approved hundreds of developer tickets essential for the implementation and migration of current systems over to Salesforce Commerce Cloud and Order Management.
- Mentored and facilitated a team of two employees by helping with problem solving difficult tasks and providing the needed tools for success.

### eCommerce Marketing Manager

*Deseret Book Company | September 2019 - January 2022*

- Supervised our third-party Amazon Proseller team, which included managing over 150 product listings and thousands of Amazon product sales.
- Established a standard operating procedure with the marketing team on the creation and implementation of all marketing visual assets, monthly promotion codes and product listings on DeseretBook.com.
- Arranged and implemented the use of Amazon Prime with the warehouse team to help boost Amazon sales by 5%.
- Monitored the workflow of one employee to meet deadlines on time and help graphic design elements stay on brand.

### eCommerce Marketing Specialist

*Deseret Book Company | September 2018 - September 2019*

- Launched and revamped the DBC Amazon Proseller account by listing hundreds of Christmas Nativities, resulting in over \$100k in Amazon product sales.
- Photographed and edited hundreds of product images and wrote hundreds of product descriptions complete with SEO and semantic mark-up to create a better online customer experience.
- Approved the content written for the Deseret Book blog, making sure blog posts were relevant, timely and had quality SEO to help drive sales.

## CONTACT

### Phone

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### E-Mail

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### Address

Salt Lake City, Utah

### LinkedIn

Linkedin.com/in/sarah-higley

## SKILLS

- Salesforce Commerce Cloud
- Project Management
- Adobe Suite
- Shopify
- Amazon Proseller
- HTML & CSS
- Employee Management
- Web Design
- Digital Marketing
- Wix
- Shopify
- SquareSpace
- Content Writing
- Jira
- Budgets
- Google Analytics
- Leadership
- JavaScript
- SQL
- API's
- Bootstrap

## EDUCATION

### University of Utah, Professional Education Bootcamp

Full-Stack Web Development

*Expected Graduation June 2024*

### Brigham Young University-Idaho, Bachelors of Science in Communication

Major in Public Relations and minor in Visual Communications

*Graduated July 2017*