

# SHELBY ANDERSEN

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## EXPERIENCE

### Charleston Wrap – Charleston, SC

eCommerce Manager, April 2017 - Present

- Manage improvements for user experience on the online store resulting in 30% growth over previous year.
- Coordinate marketing efforts across the Charleston Wrap Fundraising brand. Initiatives include geographical targeting, A/B testing, email campaigns, SEO strategy, creating landing pages, and PPC campaigns.
- QA website functionality, custom development, and mobile responsiveness across multiple browsers. Troubleshoot as needed.
- Assist Customer Service with backend configurations on the CRM, online store, and ERP systems.
- Manage databases for the sponsor website, student registration website, and eCommerce website.
- Manage 5000+ SKU'S part of the product base on the eCommerce platform.

### Fleet Feet – Charleston, SC

Marketing Coordinator, August 2015 - April 2017

- Managed stores biweekly newsletter, reaching 10,000 customers part of the digital base
- Coordinated and managed all marketing materials for Fleet Feet including social media channels, flyers, event promotion, blog material, press releases, advertising and SEO strategy
- Implemented a digital marketing strategy designed to target new customers, resulting in 27% customer retention over the course of 9 months
- Executed a marketing strategy for Global Running Day, resulting in 200 runners joining us for the event and raising over \$5000 for local nonprofits in the Charleston community

### Athens-Clarke County Unified Government Wellness Program – Athens, GA

Wellness Coach, May 2014 - July 2015

- Managed Health Risk Assessment (HRA) completion, the prerequisite to join the Athens-Clarke County Wellness Program, for 800 employees during the open enrollment period
- Marketed wellness events, including monthly 5K races, Fitness Classes, Healthy Hours and Health Screenings to the 1600 Athens-Clarke County employees and retirees
- Planned and Executed "Office to Road Race" a 12-week running program, resulting in 17 employees completing their first 5K without stopping
- Led running club, group fitness classes, spin class, and 1-1 personal training classes, weekly

## EDUCATION

### Georgia Tech - Virtual Program (Present)

HTML, CSS, JavaScript, API's, DOM Manipulation, jQuery, Node.JS

### Trident Technical College – Charleston, SC

Front End Web Design Certification - HTML, CSS, JavaScript, Photoshop, SEO,

### University of Georgia - Athens, GA

B.S. Health Promotion and Behavioral Studies

UGA Cross Country and Track and Field Varsity letter recipient all four years of participation

## SKILLS

Microsoft Excel, Adobe Suite (Bridge, Photoshop, and Illustrator), Wordpress, MailChimp, Constant Contact, Big Commerce, Insightly, Basecamp, Visual Studio Code