

Catherine Cook

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Executive Summary

Adaptable and influential leader with a degree in psychology and over 6 years of customer journey mapping and experience design within an online retail environment. Data-driven professional with a keen focus on user-oriented approach to website design and product experience. Proven success in managing projects from ideation to fruition, collaborating cross-functionally, implementing operational strategies to increase efficiency, and coaching individuals to success.

Work Experience

Manager, Site Merchandising

2016 - Present

HBC Digital, 8925 Torbram Road, Brampton, ON

- Responsible for overseeing all online merchandising strategies and content setup processes for Women's, Kids' & Home businesses including managing weekly sign-off on site publication and ensuring teams have completed all deliverables at a high quality and within set deadlines
- Analyzes and optimizes site navigation, refinements, and onsite search using a range of research methods (Adobe analytics, user testing, A/B testing, competitive analyses, keyword planner) to ensure navigation is customer-friendly while partnering with key business stakeholders to ensure all goals and objectives are being met
- Delivers weekly and monthly metrics reports along with actionable insights based on customer behaviour; Presents optimization proposals based on research to senior leadership and ensures any associated cross-functional team execution is on time and meets or exceeds expectations
- Proven ability to manage cross-functional teams through common project; Spearheaded 2018 website migration project across 5 different teams and exceeded goal to completion by 16%
- Has effectively identified and decreased process inefficiencies across cross-functional teams including Lean 6 Sigma project completed with reduction goal surpassed by 26%
- Mentors and develops team of 4 for future growth within the organization

Associate Site Merchandiser*2013 - 2016*

HBC Digital, 8925 Torbram Road, Brampton, ON

- Responsible for execution of all online merchandising, navigation, refinement, and product information strategy for Men's, Kids', & Beauty businesses of Hudson's Bay Company
- Managed monthly product lifecycle and customer experience for Men's & Kids' businesses including content strategy, campaigns, analytics and optimization
- Acted as a liaison between Merchants, Photography, Imaging, Copy, Sales Promotion, Digital and Content Marketing, IT, and Customer Service
- Ensured all not-on-site styles for areas of responsibility were below 5%, and investigated NOS styles in order to expedite the publishing process
- Oversaw testing and quality assurance of all site content & email marketing in coordination with publish schedules and vendor contract agreements
- Drove conversion of both online-only and omni-channel marketing by directing customers acquired through campaigns to a robust assortment of on-trend merchandise

Education & Development**Lean Six Sigma, Yellow Belt***2018***Front-End Web Development***2015*

Bitmaker General Assembly, Toronto, ON

Bachelor of Arts, Honours Psychology*2009 - 2013*

University of Guelph, Guelph, ON

Skills

- Strong ability to plan and collaborate with others to bring strategy into action
- Research experience including competitive analyses, contextual inquiry, usability testing, interviews, surveys, tree testing and card sorting
- Organizational and time management skills; Thrives in fast-paced environments
- Effective communication skills, both verbal and written
- Front-end web development (HTML, CSS, JavaScript)
- Wireframing and website prototyping tools (InVision, Figma)
- Microsoft Office (Excel, PowerPoint, Word, Project) and Google Suite (Sheets, Slides, Drive, Hangouts)