

# TERESA PIERCE

• digital marketer •

## ABOUT ME

I am a driven digital marketer with a passion for both creative content and technical solutions, striving to bridge the two into a seamless, engaging customer experience.

## EDUCATION

2011 - 2015 • University of North Texas  
B.S. Digital Retailing & B.S. Merchandising  
Minor in Marketing  
Minor in Business Foundations  
• Merchandising Inc Historian 2013-2014  
• NRFSA Secretary 2014-2015

## EXPERIENCE

### June Feedonomics

2019 - Enterprise Feed Manager

- Present**
- Support high profile ecommerce feeds and data aggregation solutions, managing over \$100,000 of monthly revenue
  - Scope new enterprise level client viability in partnership with Sales and Development teams
  - Superuser in Feedonomics SaaS platform and point person for technical escalations across teams

### 2017 - Pier 1 Imports

2019 Email & SMS Marketing Manager // Email Marketing Specialist

- Led email and SMS CRM programs by growing revenue, subscribers, and creating a seamless customer journey
- Managed a team of 3 to support the execution of both channels and develop skills and responsibilities
- Responsible for planning content to support all marketing and promotional initiatives
- A/B Tested content to optimize communications and make data driven strategic decisions

### 2015- Zales Corporation (Signet Jewelers)

2017 Ecommerce Promotions Specialist

- Uploaded and managed promotions and promotional results for 5 webstores and supporting affiliate websites
- Communicated and verified pricing from stores to online
- Updated site frequently for maintenance in SKUs, navigation, re-directs, and quality of experience
- Analyzed traffic and revenue from creative and promotional messaging on home pages through Adobe Analytics

## SKILLS

- |                        |               |              |                             |
|------------------------|---------------|--------------|-----------------------------|
| • Adobe Creative Suite | • Salesforce  | • Basic HTML | • Photography               |
| • Microsoft Excel      | • Shopify     | • Xpath      | • Google Merchant Center    |
| • Adobe Analytics      | • WooCommerce | • JSON       | • Facebook Business Manager |
| • Oracle Responsys     | • BigCommerce | • Regex      | • Leadership                |
| • Hybris               | • Magento     | • SQL        | • Communication             |