

JESSE TUREK

PROFESSIONAL EXPERIENCE

Carhartt Work in Progress, New York, New York

E-Commerce Content Manager, March 2018 – Present

- Successfully launched us.carhartt-wip.com while working cross-functionally with internal and external teams
- Establish efficient visual asset-generation processes for marketing teams and site-wide content
- Define digital asset management practices and organizational structure using Dropbox Business
- Execute weekly site-wide content updates to align with sales performance, on-hand inventory, and marketing initiatives
- Design/Build custom email marketing campaigns using Mailchimp ESP
- Expanded email marketing audience by 42k subscribers in 2019, and 53k subscribers in 2020.
- Coordinate with various teams to compile and maintain essential product data for 1000+ SKUs seasonally
- Partner with external contractors to produce seasonal photoshoots
- Achieved revenue growth of 41% in 2019 and 43% in 2020

Unis New York, New York, New York

E-Commerce Manager, November 2015 – December 2017

- Merged independent sales channels and inventory into one omni-channel platform (Shopify)
- Spearheaded complete web and mobile redesign of www.unisnewyork.com while meeting budget and deadline
- Achieved and reported a 37% increase in revenue and an 17% increase in conversion from 2016 to 2017
- Provided creative direction, styling, and imagery for FW16 & SS17 E-commerce marketing assets and blog content
- Streamlined end-to-end product launch and site merchandising process to offset production delays
- Reduced yearly operational costs by \$31,000

PASSION PROJECTS

Eastern Manner Handcrafted Goods, Ringoes, New Jersey

easternmanner.format.com

Co-Founder, Designer, Craftsman; June 2010 – 2017

- Curated and maintained precise brand logo/image and niche within the market
- Retained strong relationships with suppliers to source raw materials for production
- Engineered machinery to press, shape, and finish handcrafted skateboards
- Promote the brand through online social media, including managing brand Wordpress, Tumblr, and Instagram account
- Featured on acclaimed fashion and lifestyle blog, Highsnobiety / Selectism

EDUCATION

University of Massachusetts Amherst, MA

Bachelor of Science in Building and Construction Technology, May 2014

- Independent Study of the construction of laminated wood wind turbines
- Teacher's Assistant for Bio Based Building Lab (BCT-597b)

RELEVANT SKILLS + INTERESTS

- Computer & Technical
 - **Shopify Ecommerce Platform**
 - **Microsoft Excel (advanced)**
 - **Google Analytics**
 - **Amplience Headless CMS**
 - **HTML5 & CSS**
 - Adobe Photoshop
 - Sketch
 - MS Office Suite
 - Mac & Windows OS
- Organization, Task Management & Communications
 - **Dropbox Business (advanced)**
 - **Google G-suite / Drive**
 - **Asana**
 - Basecamp
 - Monday.com
 - Microsoft Teams
 - Slack