

# Shay Guldberg

Ecommerce and Digital Marketing Professional

shaylunaguldberg@gmail.com



6127097049



777 brandon court, victoria, United States



linkedin.com/in/shayguldberg



To

Gameday Couture

February 21, 2024

Hello Shawwna,

I am reaching out to express my enthusiastic interest in the Director of Ecommerce role at Gameday Couture. With a solid history of constructing and expanding direct-to-consumer (D2C) platforms, I am eager for the opportunity to spearhead Gameday Couture's digital expansion and enhance its D2C presence on Shopthesoho.com.

On a personal note, I'm a passionate Alabama fan (Roll Tide) and deeply involved in sports. Beyond my own interests, I have two daughters who fall within the demographic of Gameday Couture's audience. I understand firsthand the frustration of not finding the perfect attire for game days, as they are actively engaged in sports events at Nebraska and the University of Minnesota. In addition to college sports, we are also season ticket holders for the Minnesota Timberwolves. (They have had a great year!). I'm very familiar and an avid watcher of NBA and NFL as well.

With over 20 years of experience in the e-commerce sector, I have successfully driven profitable growth for multiple brands, demonstrating a strong capability in P&L management, budgeting, and optimization. My expertise in developing comprehensive omnichannel marketing strategies, coupled with a deep understanding of paid marketing, brand strategy, and customer retention, positions me as a strategic leader ready to navigate the complexities of today's digital landscape.

My passion for both fashion and sports makes me uniquely suited to bridge the gap between sports licensed products and women's fashion. I am committed to leveraging this passion to develop innovative marketing and branding strategies that resonate with both sports fans and fashion enthusiasts alike. My strategic approach has always been data-driven, focusing on creating engaging content that enhances the site experience, thereby improving customer acquisition and retention.

Leading with an entrepreneurial spirit, I have built and mentored high-performing teams, fostering a vibrant company culture that encourages innovation and excellence. My leadership style emphasizes collaboration, empowerment, and accountability, ensuring that every team member is aligned with the company's goals and committed to delivering a best-in-class customer experience.

I am particularly impressed by Gameday Couture's extensive market presence and the vision to expand its D2C operations. I am eager to contribute my skills and experiences to develop a cohesive strategy that accelerates growth and establishes Shopthesoho.com as the premier destination for women's sports apparel and fashion products. I have years of experience working remotely as well and am willing to travel as needed.

Thank you for considering my application. I look forward to the opportunity to discuss how I can contribute to the continued success and growth of Gameday Couture. I am excited about the prospect of leading the D2C team to new heights and making a significant impact on the brand's digital presence.

Warm regards,

Shay Guldberg

Sincerely,  
Shay Guldberg

✉ shaylunaguldborg@gmail.com

☎ 612-709-7049

in linkedin.com/in/shayguldborg

## SKILLS

Marketing Automation

GTM Strategies

Optimize ROAS on programs and campaigns

SEM

SEO

Email Marketing

Social Media Management

Website Optimization

Connected TV

Strong Team Leader

A/B Testing Strategies

Adobe Marketing Suite

Adobe Creativ Suite

Salesforce Marketing Cloud

Salesforce Sales Cloud

# Shay Guldborg

## Marketing Executive

Innovative marketing expert recognized for delivering tangible results, showcasing a demonstrated history of success in devising and overseeing holistic digital strategies aligned with business objectives. Proficient in steering strategic lead gen and e-commerce initiatives and digitally crafting creative assets for both online and print platforms, with a specific focus on lead generation. Skilled in leading, orchestrating, and executing technically intricate projects involving cross-functional teams. Experienced in managing multiple direct reports and enhancing team dynamics through career development and mentorship. Possesses robust leadership abilities, capable of assembling and steering high-performing teams. Effective communicator skilled in liaising with upper management, vendors, and internal departments to synchronize comprehensive efforts for interactive projects.

## EDUCATION

### Marketing

University of Alabama

08/1991 - 05/1994

### Digital Marketing

Full Sail

08/1994 - 05/1997

## PROFESSIONAL EXPERIENCE

### Vice President of Marketing

Renters Warehouse

09/2014 - 12/2023

As Renters Warehouse's Head of Marketing I lead strategic planning and day-to-day execution for franchise and corporate markets. Conducting market analysis, I tailor comprehensive strategies for each sector, focusing on seamless onboarding for new franchises and strategic expansion. In the digital realm, I implement SEM/SEO strategies, social media campaigns, and email marketing, emphasizing creative direction for brand consistency. Regular performance tracking and analytics drive data-driven decisions, ensuring continuous refinement for success in the dynamic real estate rental landscape.

#### Tasks/Achievements

- ◇ Grew from 8 markets to over 22 markets nationwide resulting in 35M in sales
- ◇ Strategic planning for automated marketing for the organization through Salesforce Marketing Cloud which led to a 2% increase in lead conversions and 3% retention
- ◇ Develop digital strategies for digital channels— SEO, PPC, Social, Online, SMS, Email, CTV resulting in quadruple leads in a one year period
- ◇ Develop and implement media strategies for Radio, TV, Print
- ◇ Responsible for branding integrity and overall branding for the organization
- ◇ Develop journeys and sales cycle for acquisition and retention through marketing automation
- ◇ Strategic management of marketing partners and vendor relationships
- ◇ Work closely with internal teams, including IT, Customer Service and Sales for projects to support business objectives
- ◇ Lead marketing team consisting of content marketing manager, paid marketing manager, copywriter, art director, UX design
- ◇ Responsible for multi-million-dollar marketing budget and ROI on all marketing programs

## PROFESSIONAL EXPERIENCE

### Director of Marketing and Creative SuperValu

09/2013 - 09/2014

*Lead and manage all aspects of digital media (online, email, social, mobile) for SUPERVALU retail banners. Responsible for digital roadmap, creative deliverables, content strategy and ideation of new programs through digital shopper marketing and technology. Owner of digital marketing programs for online media managing significant budgets. Key liaison with IT group as well as all digital vendors.*

#### Tasks/Achievements

- ◇ Managed day to day creative output for all digital channels- Online, Mobile, Social •
- ◇ Develop and implement creative strategies for digital promotions
- ◇ Develop annual content strategy through shopper marketing, merchandising and custom programs
- ◇ Develop annual digital strategies for all digital channels
- ◇ Product owner for all digital technical programs
- ◇ Developed loyalty program for online and in store experience
- ◇ Responsible for key synergies between in store and online customer experience – omnichannel integration

### VP of Marketing and Ecommerce dpHUE.com

04/2011 - 11/2012

*As the individual responsible for all aspects of marketing and creative for online and store locations, I oversaw the opening of two new retail stores. In this capacity, I managed the hiring process, operations, and overall customer experience for each location. Additionally, I assumed responsibility for all marketing and creative aspects related to event marketing and promotional elements specific to each store. I played a key role in developing and owning relationships and budgets for media buying, encompassing radio, print, and TV, as well as managing all vendor relationships. Throughout this period, my focus was on blending innovative marketing strategies with operational excellence to contribute to the overall success of the retail enterprise.*

#### Tasks/Achievements

- ◇ Manage all digital marketing social, SEO, paid search, retargeting and email
- ◇ Ecommerce -online fulfillment, online promotions and strategic business development for online
- ◇ Agency liaison for creative development of creative assets
- ◇ Develop POP assets as well as creative elements for events
- ◇ Print vendor management for POP, brochures and packaging
- ◇ Inventory management
- ◇ Manage store operations
- ◇ Marketing and promotions for retail locations

## PROFESSIONAL EXPERIENCE

### **Sr. Director of Digital Marketing and Creative HSN (home shopping network)**

*08/2009 - 09/2010*

*In my previous role, I undertook the responsibility of enhancing the creative and user experience on HSN.com. I developed content and creative strategies aligned with global campaigns, leveraging data analysis to inform decision-making. My focus extended to establishing processes that supported business objectives and collaborating as a key stakeholder in technological enhancement projects, particularly in the realms of mobile, social, and SEO integration. Functioning as a strategic partner, I collaborated closely with vendors, Product Management, TV Merchandising, TV Production, and Brand Marketing to craft integrated, multi-channel promotional campaigns. Leading a sizable team, I spearheaded initiatives such as template design, click-through analysis, usability improvements, competitive analysis, resource allocation, and promotion calendaring, ensuring a cohesive and effective approach across various facets of the business.*

#### *Tasks/Achievements*

- ◇ Manage day to day creative and content output for HSN.com- online, email, online marketing assets
- ◇ Managed and mentor creative team of 25 team members
- ◇ Developed and executed social strategies for HSN.com
- ◇ Managed 20M marketing budget
- ◇ Develop of overall look and feel associated with the HSN brand
- ◇ Partner with marketing and merchandising to develop holistic brand continuity
- ◇ Managed traffic process through group to ensure on time delivery of assets
- ◇ Managed mobile development from UX and Creative while working with IT group to ensure best in class product
- ◇ Managed UX of IT online projects

### **Director of Marketing and Creative Services ShopNBC**

*04/2003 - 08/2009*

*In my previous role, I spearheaded e-commerce initiatives, defining and executing comprehensive marketing plans. I crafted strategies to penetrate markets and boost customer conversion rates. Communication was key—I collaborated with upper management and various departments, ensuring a synchronized approach. Continuously refining strategies through data-driven insights, I aimed to drive growth and contribute to the organization's overall success.*

#### *Tasks/Achievements*

- ◇ Lead and direct large team for design, usability and copy for online and print material
- ◇ Manage day to day operations of creative services team of 20
- ◇ Prepare and manage multi-million-dollar marketing and creative budgets
- ◇ Plan and carry out projects related to better site usability along with re-branding and redesign
- ◇ Work with marketing and merchandising to execute creative assets needed by business – Direct mail, online promotions and Large format banners for trade shows
- ◇ Develop corporate presentations and print materials for Executive management
- ◇ Vendor management for various technical and print projects