

DIGITAL PROJECT MANAGER

Highlights

HTML, CSS, MS Office, Magento, Simparel, Active Collab, AS400, Visuality Pro - Familiar with Google Analytics, Photoshop, Axure and FTP systems - Managed integrations with: KWI, Blue Cherry, Avalara, Smart Focus, Exact Target, Quiet Logistics, Bergen Logistics, Pay Pal, Authorize.net and International Checkout

Experience

DIGITAL PROJECT MANAGER 01/2015 to Current Company Name City , State

- Liaison between the Creative Marketing Studio and E-commerce divisions, reporting directly to the Studio Director.
- Route all creative assets for Tommy.com including bi-weekly site refreshes, blog posts and global campaign initiatives Serve as the main point of contact from the creative teams for third party agencies and other internal departments on special site projects, paid digital advertising projects as well as requests from wholesale and company stores Manage day-to-day priorities for a team of designers and in-house developer Established an efficient work flow processes and spearheading the alignment of the US and global creative teams.

E-COMMERCE PROJECT MANAGER 01/2013 to 01/2015 Company Name City , State

- Managed the day-to-day business, functional and technical enhancements of e-commerce platforms for multiple fashion brands, spanning from product management to third party integrations.
- Spearheaded all projects and work cross functionally with designers, developers and third party agencies, to drive innovation and best practice, meeting business goals on time and on budget.
- Operational responsibilities included product uploads, product merchandising, content management, generating and analyzing reports, and interacting with logistics and fulfillment centers as well as third party vendors Managed site builds, redesigns, and added functionality and features; liaised with clients, designers and developers on all projects to ensure project requirements and goals are thoroughly and accurately translated to all parties Spearheaded multiple integrations with ERP and POS systems, payment gateways, email service providers and tax compliance vendors Worked closely with marketing and design teams to help create assets for content marketing campaigns Headed all client meetings and coordinate multiple tasks and project deadlines using project tracking tools; adjust schedules based on new inquiries and fluctuating needs.

ACCOUNT EXECUTIVE 01/2012 to 01/2013 Company Name City , State

- Developed and implemented business strategies for a new dress brand, reporting directly to the President.
- Held responsible for specialty account business and grew the account base by 50% in one year, generating over \$500,000+ in additional sales.
- Operational and logistical responsibility for the company including order management, coordinating with the finance team and communicating delivery changes to accounts.
- Merchandised deliveries with the design team and provided design direction based on sales analysis.
- Represented the brand at all regional markets and managed regional reps in Dallas, Atlanta, Las Vegas and NYC.

ACCOUNT EXECUTIVE 01/2008 to 01/2012 Company Name City , State

- Managed the specialty store business with annual volume of \$3.5 million, reporting directly to the President of Sales and CEO.
- Grew account base by 25%, generating \$230,000 + in additional sales yearly.
- Consistently exceeded seasonal goals by 15-30%.
- Contributed to \$4 million + in European private label sales.
- Analyzed sales against plan and year-over-year, reporting feedback to the President of Sales, Creative Director and CEO Represented the company at trade shows and regional markets in NYC, Las Vegas and Dallas; consistently exceeded show goals by 35-40% Presented new collections and best sellers to private label buyers, selected prints and fabrics to match their storyboards, communicated their needs to the fabric research and development team as well as the print design team to ensure we maximized all possibilities for sales success.

SALES ASSOCIATE 01/2007 to 01/2008 Company Name City , State

- Assisted in marketing, selling and internal operations across a portfolio of licensed and private label eyewear brands including David Yurman, Cole Haan, Betsey Johnson, Leiber Eyewear, Cache and Ann Taylor.
- Opened 20 new specialty accounts resulting in \$100,000+ in additional sales.

Education

GENERAL ASSEMBLY Front-End Web Development UNIVERSITY OF KENTUCKY

BBA : Marketing Fashion Merchandising MARIST COLLEGE Marketing Fashion Merchandising

Skills

.net, Photoshop, advertising, AS400, budget, bi, business strategies, com, content, content management, Creative Director, CSS, client, clients, delivery, direction, E-commerce, email, ERP, Fashion, features, finance, Focus, FTP, functional, gateways, Google Analytics, HTML, innovation, Logistics, Director, marketing, meetings, merchandising, MS Office, developer, order management, Pal, POS, print design, processes, product management, reporting, research, selling, Sales, sales analysis, tax compliance, trade shows, Web Development