

## DIGITAL MERCHANDISING ANALYST

### Summary

Bring six years of experience across Marketing, Merchandising, Finance and Retail to help build strong cross-functional working relationships in order to enhance the profit and reach of Digital Marketing and Social Media to consumers.

### Experience

Digital Merchandising Analyst 09/2014 to Current

Company Name City , State

- Report on sales trends and observations to influence merchandising decisions.
- Apply search term reporting and SEO ranking results to improve overall website experience through navigation, category levels and product detail pages (PDPs)
- Manage seasonal campaigns and ensure they are executed across email, social, affiliate, indirect retailers, and verabradley.com
- Executes all omni-channel promotions on verabradley.com
- Manages the Digital Product Content Coordinator to oversee all onsite search, SEO execution, navigation, product attributes and search reporting

Digital Merchandising Coordinator 08/2013 to 09/2014

Company Name City , State

- Managed data spreadsheets for product pricing, product and sku level data/attributes, and taxonomy.
- Coordinated product descriptions and photography requests for each season's launch.
- Supported affiliate channels, email marketing and creative team on product recommendations and photography
- Merchandised and analyzed web product performance and identified action items

Payroll Coordinator 05/2012 to 08/2013

Company Name City , State

- Managed time keeping system, worked directly with all managers on system or timecard issues
- Assisted and processed biweekly payrolls for various pay cycles
- Trained 200 people on time keeping system and implementation of new modules
- Implemented 5 different systems for conversion, upgrading, and improvement
- Led training of managers and employees on new systems requirements and capabilities.

### Education and Training

MBA: Marketing and Management March 2017 Indiana Tech City , State GPA: 3.8

Bachelor of Science : Business Management & Accounting May 2010 Huntington University City , State GPA: 3.35

### Skills

- Vendor Relations: Invodo (product videos), BloomReach (Merchandising Analytics), LoopCommerce (Gift Now), Olapic (UGC), Certona (Suggested Selling Tool), Amazon (Amazon A+ Pages).
- Website Platforms: OCP (Site Manager), ATG (Oracle), Endeca
- Professional Skills: Email Marketing, Merchandising, Retail Marketing, Product Analysis, Social Media Marketing, Management, Digital Marketing, Styling, Excel, Project Management, Campaign Management.

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