

DIGITAL MARKETING SPECIALIST

To set up an interview please contact Ashley@planet4it.com today!

PROFILE

E-Commerce and online marketing expert. Multi-Variate testing, email campaigns, SEO, SEM, web traffic analytics. Digital Channels knowledge with major retailers and online product sites.

TECHNOLOGIES

Google Analytics, Microsoft Dynamics CRM, MS Project, WordPress, HTML, Excel, Omniture v 14.6, SugarCRM, OrderDynamics, JavaScript, LoadRunner, Test Director, MS SharePoint, PageFlex, CSS, ADOBE CS, JCL, DB2, COBOL, VSAM, CA7, FileAid, ISO, MailChimp, MS Office, SQL, PowerPoint, Tortoise SVN, VSS

PROFESSIONAL EXPERIENCE

February 2010
to Present

Self Employed

Online Local Business Search Tool CAMPAIGN MANAGER

Performed digital development tasks such as website build, SEO, email campaigns and multi-variate testing.

- Performed Multi Variate testing as part of website redesign process
- Managed SEO, improved the SEO score and page rank.
- Designed and developed web site and all graphics.
- Managed all Email campaigns.
- Created graphics, banners, and promote the site in Squidoo, Blogs, LiveStrong and post articles on Vocus. Creating Video ads, editing sound and audio effects, writing script, cinematography and special effects.

Software Tools and Applications used: Google Analytics, Wordpress, HTML, CSS, JavaScript, ShopSocially, UpSellIt, Weebly , Atomic Reach, Blogger, ADOBE After Effects, ADOBE Premier

Major North American Retailer SITE ADMIN MANAGER, E-COMMERCE

E-Commerce Site Admin Manager responsible for managing walmart.ca. Analyzed website traffic, performed web traffic competitive comparison analysis. Managed online customer acquisition marketing, interactive product development and marketing, analytics & program/campaign optimization through multivariate and AB testing methods.

- Trained more than 40 associates on the use of Omniture, Site Catalyst and Sharepoint.
- Managed online campaigns leveraging behavioral targeting, and A/B + multivariate testing using Omniture and Site Catalyst.
- Strategic planning and forecasting E-Commerce growth by driving traffic to site
- Involved in creating and managing the Project/Test Plan, CM Plan and SRCR.
- Created and maintained CRM procedures and processes for sales and marketing.
- Exceed budgeted cost savings of \$11.8m in the first full year of the CRM solution's operation