SUMMARY

Result-oriented ecommerce and digital analytics thought leader with 11+ years of experience strategically defining ecommerce product roadmaps, building capabilities, and developing visualization solutions. A proven leader with the ability to build and unite teams, ignite cross-functional collaboration, implement new processes and ultimately deliver measurable results. Confident in abilities while also continuing to self-improve in order to drive and foster a culture of accountability and integrity.

EXPERIENCE

Sr. Manager Global Ecommerce Analytics & Data, SC Johnson
Racine, WI | 09/2021 – Present
- Developed and implemented an ecommerce analytics strategy, including integration of enterprise data, brand marketing and performance marketing metrics, increasing profitability by 20% in 1.5 years.
- Increased market share by 20% and boosted profitable growth by 10% by presenting to leadership team improved digital performance metrics, in a concise and easy-to-understand manner, insights and recommendations to help identify critical business problems and drive desired change.
- Lead development and implementation of interactive dashboards/analysis tools to provide a holistic view for business leaders and teams across the organization to enable rapid insights generation and maximize and measure business value by leveraging Python, SQL and Tableau.
- Collaborate with analytics teams, business units and external partners to define and expand ecommerce vision and strategy, boosting profitable growth.
- Overhauled and standardized reporting for SC Johnson's global ecommerce business with a suite of reports that captured key performance metrics and provided actionable insights and recommendations to improve the consumer experience, increase sales, and optimize marketing spend.
- Programmatically processed and transferred Amazon Vendor Central data for 20+ accounts to internal Teradata database to optimize marketing operations.
- Deliver ad hoc analysis, forecasting, and strategic reporting, including digital shelf, Amazon forecasting, sales and share, and setting business KPI's, enhancing proactive decision-making, to the head of the global ecommerce team and the executives of the organization.
- Harmonize unstructured data to conduct analysis, find patterns and trends and develop actionable insights, driving marketing strategy.

Sr. Manager, Digital Analytics & Applications, Uline
Pleasant Prairie, WI **|** 04/2021 – 09/2021
- Lead digital analytics and internal applications teams, focusing on strategy, experimentation, and data reporting/visualization, dynamic product recommendations, and enhancements to ecommerce websites and internal applications.
- Conducted deep-dive marketing performance analysis by designing user experimentation A/B tests, defining success metrics and communicating test results to stakeholders, raising customer conversation rate by 18% and increasing repeat purchases by 20%.
- Conceptualized and delivered a cloud-based platform built to integrate consumer & operational data, enabling predictive patterns, and boosting sales by over $50M in the first year.
- Modernized enterprise digital analytics architecture and expanded reporting capabilities in cross-functional teams, creating optimal information flows, by managing the implementation of a tag management system and analytics platform, which resulted in a 10% increase in SEO traffic and a 30% reduction in time spent on reporting.
- Collaborating with marketing teams to develop and conduct A/B test plans to drive new customer acquisition and improve retention.

Ecommerce Manager, Uline
Pleasant Prairie, WI **|** 12/2016 – 04/2021
- Developed and executed digital strategy to ignite profitable growth across all channels, growing revenue from $2.2B to $8B in 4.5 years.

- Served as owner of customer-facing ecommerce websites, mobile, and international ecommerce and lead multiple highly productive teams that supported these products.
- Leveraged digital analytics and customer feedback, guided the development and evolution of site functionality, capabilities, and content strategies to achieve a 55% YoY increase in the mobile ecommerce revenue.
- Led effort to merge mobile and desktop into a single code base and implement responsive design, reducing page load speed by 25%.
- Monitored success metrics by assessing against association goals, analyzing digital initiatives performance, and translating KPIs into actionable insights, offering visibility into sales value, profitability, and growth of the ecommerce business, driving 20% traffic increase, and increasing conversion by 10%.
- Hired, trained and managed talent for highly productive ecommerce team with a focus on digital innovation.

Sr. Ecommerce Business Analyst, Uline
Pleasant Prairie, WI **|** 12/2014 – 12/2016
- Formed a mobile ecommerce team and digital analytics team to implement a data-driven approach to marketing, increasing mobile ecommerce sales from $26M to $224M in sales in 2 years.
- Facilitated delivery of an innovation strategy that improved customer experience, leading to an increase in web traffic of over 2M visitors per month, and a 31% increase in revenue.
- Developed creative solutions to business problems by working with delivery teams to obtain a better understanding of customer and business context and delivering within scope and time commitments.
- Improved the digital marketing campaign results by serving as the product owner of digital analytics and tag management solutions, providing technical and business requirements, optimizing results and testing options.

Ecommerce Business Analyst, Uline
Pleasant Prairie, WI **|** 03/2012 – 12/2014
- Analyzed ecommerce data and completed root cause analysis to identify opportunities to improve customer. satisfaction by 15%.
- Facilitated website improvements, conducted analyses of website functionality and consumer traffic utilizing website analytics, and monitored the results, improving the user experience.
- Increased user engagement 12%, increased user retention by 8%, and increased conversion rates by 10%.

Internet / Ecommerce Intern, Uline
Pleasant Prairie, WI **|** 05/2011 – 08/2011
- Established experience with e-commerce platform technology to evaluate digital analytics and prepare reports to guide product strategy and marketing.
- Determined necessary website changes by reviewing customer comments and complaints, delivering scalable solutions, and enhancing business growth.
- Directed the online transaction system by maintaining and refining the procedure and knowledge documents, preventing revenue loss.

EDUCATION
Marquette University, Milwaukee, WI
MBA in Specialization in Management Information Systems
Milwaukee School of Engineering, Milwaukee, WI
BS in Management Information Systems

SKILLS
- Digital Strategy
- Consumer Insights
- Data Visualization Tools
- Concept Development
- Product Development
- Agile Methodology
- Technology Leadership
- Product Management
- Search Functionality
- Recommendation Engines
- Python
- SQL
- Google Marketing Platform
- A/B Testing
- Amazon Analytics
- Project Management
- Thought Leadership
- Staff Development
- Team Building
- Advanced Marketing Analytics
- Analytics-based Solutions
- Customer Segmentation
- API Integration
- Business Development