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| **Ruth Jordan** | ruth.olivia.j@gmail.com • (917) 363-5859  linkedin.com/in/rutholiviajordan/ • Brooklyn, NY |

**Digital Marketing & eCommerce Operations Manager**

*Creative and highly motivated data-driven marketing professional with a passion for acquiring new customers and launching new products and services.*

Expert ability to drive sales and revenue strategies, social media engagement, and leverage the necessary resources to create truly compelling marketing and communications campaigns. Strong self-management with attention to prioritization of projects and meeting deadlines within a team environment. Experienced in data analytics and possess a comprehensive understanding of providing the exploration and analysis needed to determine the best digital campaign strategies.

**Core Competencies**

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| * Digital Marketing * Project Participation * Customer Service | * Web Analytics Reporting * Administrative Support * Inventory & Vendor Control | * Customer Journey Mapping * Merchandising Strategy * Creative Problem Solving |

**Professional Experience**

**Rainbow Apparel Co., Brooklyn, NY 2022 to Present**

**Digital Marketing & eCommerce Operations Manager**

Collaborate closely with the VP of E-Commerce and E-Commerce SEO & eCommerce Ops Manager to align short-term and long-term goals while ensuring seamlessness of website from a shopper's perspective. Oversee the business Product Information System (PIM) and manage all tasks related to customer experience and site maintenance, including data entry and monitoring of SKU's, product/content uploads. Effectively manage project timelines, milestones, and drops while providing support in merchandising, product assortment strategy, and presentations. Coordinate with the inventory manager to maintain front-end product assortments match inventory levels. Align the E-Commerce brand with other retail arms and manage marketing initiatives for all assets, content, SEO/SEM, copywriting, email marketing, and campaigns while working closely with the creative department.

* Promoted clear communication across cross-functional E-Comm team members, other departments such as Sales, Marketing, Creative, and Warehouse.
* Expertly used data to make optimal decisions and recommendations for website content while demonstrating strong project management skills to execute a variety of tasks with varying deadlines and priorities.
* Successfully executed online merchandising strategies that resulted in optimizing the customer experience to increase sales, improve conversion rates, and decrease bounce rates.
* Prioritize, optimize, and refresh site content to create clear, accurate, and effective customer shopping experiences, while managing 1-2 direct reports and providing daily updates to stakeholders.
* Coordinate daily, weekly, and monthly reporting and project trends for use in site forecasting, reporting all website bugs/issues and working with developers to find resolutions.
* Supervised email deployment to the customer database while contributing to the department's overall efficiency and success.

**Rainbow Apparel Co., Brooklyn, NY 2020 to 2022**

**eCommerce Operations Specialist**

Supported leadership to execute sales and marketing strategies that drive the business, including website experience and functionality, inventory management, and a variety of projects to inspire loyal consumers. Managed and monitored online assortment with hundreds of new products, reformulations, discontinuations, and bundle opportunities.

* Compiled eCommerce reports to provide monthly updates to all stakeholders.
* Liaised with Marketing, Photo Studio, Merchandising, and eCommerce on all launches and reformulation changes.
* Delivered operational support for email, SMS text messages, and push notifications to ensure a consistent customer experience.
* Led activities to migrate an online store from Salesforce to Shopify which will improve SEO ranking.

**Gap Maiden Ln., New York, NY 2020**

**Assistant Operations Manager**

Directed daily operations with annual sales of $1.5M to achieve overall financial objectives through effective management and implementation of retail strategies designed for long-term growth. Proactively worked to assure optimum performance and continual improvement in sales, customers service, inventory management, employee and labor costs, store appearance, and P&L control while maintaining brand standards.

* Monitored team’s productivity by tracking and assessing customer service and quality metrics to identify performance gaps to create accountability and provide solutions for improvement.
* Implemented and oversaw Health and Safety Policy; audit SOPs daily per COVID-19 guidelines.

**Gap 34th St. Flagship, New York, NY 2019 to 2020**

**Lead Visual Merchandiser**

Supervised a team of 130 associates to set, organize, care for, and sell retail-ready products within the kids and baby departments generating $10M annually. Directly managed a team of 35 associates accountable for merchandising and sales for the kids and baby department. Analyzed various performance objectives and KPIs to spark innovative merchandising strategies that achieve planned financial goals.

* Achieved 2019 Q3 and Q4 goals of exceeding 2% Gap Card acquisition targets.
* Steered projects to monitor stock movement, markdowns, promotions, and price changes.

**Cut + Clarity, New York, NY 2019**

**Marketing & eCommerce Intern**

Planned and monitored SEO activities to promote brand visibility. Conducted keyword research for market trends. Partnered with the SEO/Editorial team to create data journalism stories and quarterly consumer reports to amplify through PR and social.

* Achieved optimal SEO positioning ranking in the top 3 under Google search terms, previously at the second page.
* Created original content for blog posts to promote new customer engagement and boost SEO.

**Gap Men's 8th St., New York, NY 2018 to 2019**

**Assistant Customer Experience Manager**

Set the tone for the store and a team of 20+ to bring the brand to life creating positive customer experiences. Drove profitable sales growth through all aspects of the store, including customer and product operations, merchandising, and talent development.

* Achieved 2018 Q3 goal of exceeding 2% Gap Card acquisition targets.

**Gap Women’s Astor Place., New York, NY 2015 to 2018**

**Visual Merchandiser**

Applied knowledge of fashion, marketing, and design to create appealing displays that positively influenced consumer behavior. Secured proper stock of merchandise, reviewed inventory reports, and tracked sales to ensure effectiveness.

* Created new content and executed social media marketing campaigns for the store.

**Additional Experience**

**Social Stylist**, 2016 to 2017 | Gap Women's Astor Place

**Education & Credentials**

**Bachelor of Science, Business & Technology of Fashion,** 2019 | New York City College of Technology

**Associate in Science, Electromechanical Engineering**, 2015 | New York City College of Technology

**AIMS 360-ERP Certification**

**Technical Proficiencies**

MS Office Suite • Shopify • Salesforce • Google Attributes • Listrak • WordPress • Elementor • WooCommerce