**First Name and Last Name**

**510-555-5555 • haas\_student@mba.berkeley.edu • linkedin.com/vanityurlwithnonumbers**

**PROFESSIONAL EXPERIENCE**

Good use of hybrid format, highlighting skill headings that call out desired key words.

**FANCY JEWELS** New York, NY 2013-Present

***Head of eCommerce & Direct Marketing***

Manage $160M US and Canada eCommerce business, representing the company’s second largest store globally. Lead team responsible for strategic planning, digital marketing, analytics, and end-to-end customer experience to deliver on sales goals and elevate the Fancy brand. Additionally, oversee North America’s catalog and direct mail strategy.

**Business Management and Strategic Planning**

* Conducted in-depth business analysis, optimized marketing channels, and launched site enhancements to accelerate growth of US eCommerce business. In 3 months, reversed declining sales trend from –3% to +2% vs. prior year.
* Authored 3-year strategic plan to transform Customer Service organization from reactive service-oriented team into proactive, revenue-generating sales channel. Recommended new recruitment strategies, incentive structures, performance measurement goals, and technology enhancements to grow the business by 12% over 3 years.

**Digital Marketing and CRM**

* Led redesign of paid search strategy to align spend, keyword strategy and ad copy more closely with consumer segments and site behavior. New approach improved click-through rates by 11%, ROI by 23%, and was adopted by international markets as best-in-class approach to search.
* Developed business case and gained approval to create multiple versions of holiday catalog in effort to target distinct customer segments and address poor performance the prior year. Resulting segmentation and creative yielded 25% more revenue than prior year, while reducing circulation by 23%.

**Customer Experience and Brand Strategy**

* Designed and implemented free returns process and overhauled North America’s free shipping strategy to more closely align with customer behavior and optimize profit during key sales periods. Enhancements drove $16.3M in incremental revenue in 2014.
* Conceptualized and launched the “Oh Wow” sub-brand on fancyjewels.com to target critical, but declining, price-sensitive customer segment, resulting in 180% increase in site engagement and 144% increase in conversion rates. Program was subsequently adopted and rolled out to all North America stores in early 2015.

Strong bullets throughout that capture the “what” as well as outcomes/results, represented with metrics.

**BIGGER BOX,** Olympia, WA 2012-2013

***Senior Category Marketing Manager***

Led marketing and site merchandising strategy for local marketplace category. Conceptualized and implemented customer acquisition and retention strategies to drive traffic and sales from proprietary marketing channels and programs.

* Collaborated with product management, retail and sales teams to define and execute marketing and merchandising programs to increase sales originating from company-owned properties and programs by 43%.
* Partnered with cross-functional team to launch first cross-brand advertising campaign for category in key urban markets. Campaign exceeded traffic goals by 36% and was later expanded to additional markets.
* Co-authored business case to integrate category into “VIP Box” benefits. Resulting analysis was later used as basis for launch of new VIP benefit giving customers early access to deals.

**ONLINE.COM,** San Jose, CA 2008-2012

***Business Manager, Gift Cards & Gift Registry***(Nov. 2011-Feb. 2013)

***Business Manager, Gift Cards & Financial Services***(Feb. 2011-Oct. 2011)

Served as general manager of $640M online Gift Cards and Gift Registry businesses (and previously Online Financial Services business, which included store-branded credit and debit cards, check printing, money transfers, and tax prep). Led cross-functional teams to improve multi-channel customer experience and drive sales through initiatives in marketing, merchandising, operations and product development.

**Strategy and Business Development**

* Developed short- and long-term strategic plan for corporate (B2B) gift cards business. Drove 16% sales growth by recommending changes to discount structure, customer targets, and marketing investments.
* Negotiated contract terms with vendors and defined customer experience for new money transfers business on Walmart.com. Exceeded sales targets by 56% in first year.

Although the content for this company is strong, it’s also very long, especially given the two summary paragraphs for the Business Manager and Product Manager roles. Be concise, especially the further back you go in your role history.

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**Product Development and Innovation**

* Partnered with store operations and engineering teams to enable redemption of digital gift cards in over 3,000 online stores, increasing adoption of digital gift cards by 167% in first year.
* Led redesign of gift cards category page to align more closely with customer shopping behavior, resulting in 12% increase in conversion and 9% increase in repeat visits.

***Product Manager, Health & Wellness*** (2008-2010)

Led cross-functional teams to improve online and multi-channel experience for company’s Health & Wellness businesses (Pharmacy, Vision and Clinics). Collaborated with engineering, user experience, and category management teams to translate business priorities into product strategies and improvements.

* Created 18-month product strategy and roadmap for $250M online pharmacy business. Analyzed competitive trends, consumer insights, and business goals to define, scope, and prioritize enhancements projected to grow business by 60% over three years.
* Led cross-functional team to develop online enrollment portal for industry’s first co-branded Medicare plan, estimated to generate an incremental $500M annually.
* Built business case and developed go-to-market strategy for organization’s first category-specific mobile application for pharmacy, which processed 19% of all online refill transactions within 6 months of launch.
* Collaborated with user experience, site merchandising and engineering teams to improve presentation of product-specific rich media content across ecommerce platform, improving product page conversion by 144%.

**BOOKSTORES R US,** New York, NY 2003-2006

***Business Analyst, Store Systems***

* Leveraged insights from customers, field employees, and internal business units to redesign front-end user experience and back-end architecture of core customer service and inventory management system used in 800 stores, increasing bookseller productivity by 12%.
* Managed cross-functional team of purchasing managers, external vendors, and engineers to design and deploy new system to place and fulfill store supply orders, saving $1.2M annually.

**PREVIEW, INC.,** Parsippany, NJ 2001-2003

***Sr. Product Consultant***

* Led 5-person team to design, test and implement customer lifecycle management system for business card division of major bank. Executed enhancements to credit policies, marketing programs and operational procedures that streamlined processes and increased credit approval rates by 5% in 6 months.

**EDUCATION**

**UNIVERSITY OF CALIFORNIA, BERKELEY,** Walter A. Haas School of Business

Master of Business Administration, May 2008

* Haas Merit Scholar: scholarship for exceptional academic achievements and career potential
* Internships: Salesforce.com (Product Marketing); Livescribe, Inc. (Product Management)

**CORNELL UNIVERSITY,** College of Engineering

Bachelor of Science (*Magna Cum Laude)* in Operations Research & Engineering, May 2000

* Byron W. Saunders Award for Outstanding Senior; Tau Beta Pi
* Internships: Ford Motor Company (Manufacturing); Lockheed Martin Corporation (Systems Integration)

**ADDITIONAL**

* World hiker - climbed peaks on five continents, including summiting 19,300 Mt. Kilimanjaro and 14,500 Mt. Whitney
* Board member of New York Cares - organization that meets community needs at over 1,100 nonprofits, schools, and city agencies