

Over 7 years of e-commerce experience specializing in fostering vendor relationships, devising innovative promotional strategies, and driving significant sales growth through collaboration. Proficient in Excel and statistical tools, adept at transforming complex datasets into actionable insights through data visualization and interpretation. Skilled in problem-solving and decision-making, with a track record of driving business growth and optimizing performance metrics. Collaborative team player with strong communication abilities and a proven aptitude for driving data-driven initiatives across diverse business functions.

Skills

Data Analysis | Excel | Data Visualization | Pivot Tables | Statistical Tools | Data Interpretation | Data Cleaning & Transformation
Strategic Planning | Collaboration | Problem Solving | Decisions Making | Data-Driven Insights | B2B Relationships | Prospecting

Work Experience

National Sales Manager, Convenience Concepts, Inc. | March 2022 - Present | Elgin, IL

- Lead initiatives to create new reporting from ERP system and manipulate data for account sales and performance insights utilizing advanced Excel functions and formulas, such as Pivot Tables and Power Query.
- Collaborate with account management teams on e-commerce vendor projects, including promotions, product launches, and audits.
- Lead monthly vendor meetings, negotiate yearly contracts, and coordinate with various departments to ensure compliance and foster positive relationships.
- Assist in managing and mentoring a team of account managers and junior account managers in best practices for data analysis and relationship management.

Account Manager, Convenience Concepts | November 2018 – March 2022 | Elgin, IL

- Managed a portfolio of 20 e-commerce vendors, significantly increasing sales by an average of 320% over three years through relationship-building and strategic initiatives.
- Prospected and onboarded new vendors, expanding sales opportunities and managing a catalog of 1800 SKUs across multiple partner portals.
- Oversaw monthly product launches, and managed sales, promotions, and CPC ad campaigns, optimizing for performance metrics such as ACOS and ROAS.
- Analyzed sales reports to develop and implement strategic promotional frameworks and business development initiatives, maintaining strong partnerships with marketplace vendors.

Marketing Coordinator, SW Marketing | June 2016 – May 2021 | Remote

- Cultivated and nurtured relationships with a diverse client portfolio, ensuring satisfaction through personalized service and effective communication.
- Utilized social media management tools such as Zoho, Hootsuite, and Later to create social media content calendars for clients.
- Developed and managed industry-specific CRM databases, increasing data accuracy and retrieval efficiency.
- Designed and executed targeted email campaigns, elevated brand visibility and engagement, and boosting click-through rates through strategic segmentation and optimization

Marketing & Sales Specialist, Kavalier Glass of North America, Inc. | August 2012 – November 2015 | Elk Grove Village, IL

- Managed vendor and consumer relationships, warehouse operations, and inventory; trained sales representatives and collaborated on vendor management.
- Handled logistics, including rate negotiations with shipping carriers, scheduling freight, and managing customs clearance; processed orders through various sales portals.
- Created and analyzed monthly sales reports, managed QuickBooks for inventory tracking, and ordered inventory from international manufacturers; negotiated contracts with vendors and conducted cold calls for sales opportunities.
- Managed financial transactions, including accounts receivable and payable, and oversaw marketing efforts through social media, CPC campaigns, email campaigns, and participation in trade shows.

Education

Penn State University | The Capital College | 08/2019 – 05/2023

Bachelors of Science, Marketing | GPA: 3.63

Relevant course work: Sales Management | Leadership & Motivation | Business Strategy | Services Marketing | Corporate Finance | Advertising and Sales Promotion Management | Tableau | Power BI | SPSS

Certifications

[Business Analytics](#) | Harvard Business School Online | October 2023

[Excel Skills for Data Analytics and Visualization](#) | Macquarie University | December 2023.

[Introduction to Probability and Data with R](#) | Duke University | January 2024

[Inferential Statistics](#) | Duke University | Expected August 2024