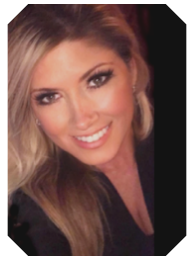


shelley cammilleri

512.987.8676 Austin, Texas shelleycammilleri@gmail.com



Professional Profile

Digital marketer with Fortune 500 experience with a broad-based knowledge of marketing, ecommerce management, project development and design. Thinks creatively bringing innovative approaches regarding long-term media strategies and brand development. Proven history of delivering results for numerous brands and media sites.

Key Skills

Digital Marketing
Project Management
Sales
Ecommerce Development
Website Management
SEO
Web Analytics
Content Marketing
Email Marketing
Social Media Campaigns
Facebook Ads
Brand Development
Content Monetization
Affiliate Marketing
Product Developer & Designer
Merchandise Buyer
Photographer
Graphic Designer
Interior Design and Layout
Copywriter
Bookkeeper

Technology

Adwords, Google Analytics, Photoshop, Illustrator, Glew, Adroll, Word Press, Word, Excel, Power Point, Shopify, Magento, Marapost, HTML, Canva, 2020 Design, Base Camp, Facebook Ads, Hootsuite, Social Media, Quickbooks, Klayvio, Click Funnels

Employment History

Global Product Sales Trainer 9/09-12/14
Core Innovations, Redmond, WA
Affiliate Broker 7/07-3/09
Crye-Leike, Spring Hill, Tn
Executive Accounts Manager 3/04-2/06
CIG Networks, Franklin, Tn
Administrative Assistant 7/01-12/03
Outback Steakhouse, Brentwood, Tn
Non-Corporate Sales 5/97-3/99
Chain-O-Lakes, Tx

Recent Professional Experience

Marketing Manager

Varsity Ventures Group Austin, Texas 8/2018- 8/2019

- Increased revenue through managing marketing channels for 3 direct-to-consumer ecommerce sites and one b2b site.
- Improved user engagement through detailed analytics and testing to improve conversion rate.
- Developed and executed marketing strategies and campaigns to build memorable brands.
- Built web presence through various social media platforms.
- Managed creatives for all ads, promotions and branding in-line with brand guide.
- Focused on customer acquisition, engagement and retention.
- Responsible for landing page testing, A/B testing, email marketing, marketing automation, conversion, user behavior, etc.
- Define and create growth strategies to increase our database size and engagement.

Ecommerce Manager

Native Commerce Austin, Texas 3/2015- 6/2016

- Developed and managed 10 direct-to-consumer ecommerce sites.
- Improved user engagement through detailed analytics and testing to improve conversions.
- Supervised and advised customer service and warehouse fulfillment.
- Responsible for cost effective packaging while still focusing on brand integrity.
- Managed creatives for all imagery and branding in-line with brand guide, promotions, holidays and seasonality. Responsible for optimizing hi-resolution images and graphic design. In-studio photographer and graphic designer for product images, banners and ads.
- Merchandise Buyer to find brand-true products within the brand guideline standards and costing.
- Increase AOV and capture through ar series, increase visit duration and decrease bounce rate.
- Responsible for leading the sites strategy and building product roadmap including SEO strategy and email marketing campaigns to grow user base and brand awareness.
- Managed eleven blog sites with focus on blog monetization, SEO optimization, lead generation, engaging relative imagery and article repurposing.
- Responsible for product development and product line build out.
- Develop and implement costing strategies, ensuring design aesthetic of creative, including print marketing, video, website, email, and other digital channels.
- Example of my work-Link to - <https://sdc.crevado.com>