

Amber Doe

Amherst, MA | (413) 123-4567 | [LinkedIn.com/in/ADoe](https://www.linkedin.com/in/ADoe) | adoe@umass.edu

EDUCATION

University of Massachusetts Amherst Isenberg School of Management

Amherst, MA

Master of Business Administration (MBA); Candidate, May 20XX

- Cumulative GPA: 3.7
- Relevant Coursework: Business Intelligence & Analytics; Financial & Managerial Accounting; Project Management; Business Application Development (Python); Project Management

Boston College

Chestnut Hill, MA

Bachelor of Science in Management, Concentration in Marketing; Candidate, May 20XX

- Minor in Italian
- Cumulative GPA: 3.45

Università degli Studi di Parma

Parma, Italy

Study Abroad Program; Spring 20XX

EXPERIENCE

TribalVision

Boston, MA

Senior Marketing Associate

November 20XX – May 20XX

- Generated 100% increase in website traffic and a 570% increase in website revenue through a multi-channel brand awareness campaign that includes geofencing, digital display, remarketing, and organic and paid social media efforts
- Grew social media following by 28% over 3 months for a leading military head borne system supplier by managing annual paid and organic social media strategies utilizing GoogleAds and Facebook Business Manager
- Directly managed up to 4 associates across 4 client teams in the development and implementation of marketing strategies in order to spur revenue growth for e-commerce and B2B clients
- Oversaw project management workflows on a weekly basis for up to 4 client teams and delegated projects to team members based on expertise and bandwidth to ensure optimal resource allocation

Marketing Associate

June 20XX – November 20XX

- Drove a 76% increase in revenue for an e-commerce retailer through new marketing initiatives such as email marketing, annual promotion strategies, shopping cart abandonment, and affiliate marketing
- Constructed rigorous reports to identify client growth opportunities and ensure maximum investment return
- Managed and maintained website operations for an e-commerce juvenile products company by documenting scalable product launch and promotion processes and website maintenance instructions
- Increased brand awareness for a leading rope manufacturer by pioneering an outbound email marketing program, as well as planning and implementing a multi-channel social media strategy

Wayfair

Boston, MA

Site Merchandising Associate

December 20XX – June 20XX

- Supervised merchandising content and website structure, including internal search, imagery, browsing filters, and product specifications for Small Electrics products on Wayfair US, Wayfair UK, and Wayfair DE
- Planned, executed, and monitored the design and performance metrics for an extensive portfolio of 60 top-of-funnel webpages spanning across the Bed & Bath, Décor, and Baby & Kids departments to increase gross revenue by 4%
- Collaborated with Product Management and Site Merchandising management to map out personalized products on applicable Décor and Housewares categories, an estimated \$220 million opportunity

PROJECT EXPERIENCE

Enterprise Analytics: Case Study Analysis and Model Development for Sustainability Firm

- Optimized success rate of solar products by extracting descriptive data using Tableau and Excel to provide recommendations for resource allocation and maximization to decrease operational costs by 7%
- Led team of 7 in conducting descriptive, predictive, and prescriptive analyses of forecasted and actual success rates within 8 diverse sustainable product lines to present to external stakeholders

SKILLS AND CERTIFICATION

Computer: Advanced in SQL, PC Microsoft Word, PowerPoint, Excel, Salesforce.com, WordPress, PersistIQ, Google Ads, Facebook Business Manager, LinkedIn Ads Manager, Google Data Studio, Google Drive

Language: Italian (Conversational)