

CLIENT NAME

Location, YX 00000
Phone: (000) 000-0000
Email: email@yahoo.com

CAREER TARGET: OPERATIONS EXECUTIVE MANAGEMENT

Over 13 Years of Experience in Executive, Leadership, and Management Positions within Online and Traditional Operations Environments

Quantifiable Success in Driving Revenue and Profit Growth through E-Commerce Strategies, including Web Site Development, Search Engine Optimization, and Strategic Partnerships

Expertise in developing and implement strategic plans to meet immediate and long-term goals. Strong trainer, mentor, and leader of cross-functional teams, including technical, service, and administrative personnel. Continually seek new ways to enhance product offerings, enhance the user's online experience, and achieve the highest possible profit margins. Skilled in forecasting new business opportunities and analyzing complex business situations.

Knowledge & Skill Areas:

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|---------------------------------|--------------------------------|------------------------------------|
| ◆ Web Systems Development | ◆ Employee/Team Leadership | ◆ E-Commerce Strategy Planning |
| ◆ Start-Up Business Expansion | ◆ Product Branding/Positioning | ◆ New Sales Channel Integration |
| ◆ Customer Needs Fulfillment | ◆ Staff Coaching and Mentoring | ◆ Mergers & Acquisitions (M&A) |
| ◆ Industry-Leading Partnerships | ◆ New & Emerging Technologies | ◆ Workflow Planning/Prioritization |
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PROFESSIONAL EXPERIENCE

E-Commerce Strategy Director, Name of Company, Inc, Location, XY, 2007 – Present

In charge of strategic and technical web site development from the ground up. Developed and implemented online marketing strategies that produced the best ROI and maximized profitability. Directed research and integration for new web technology and testing. Worked jointly with partners to create operational efficiencies.

KEY CONTRIBUTIONS & ACCOMPLISHMENTS:

- Drove improvement in profit margin from 39.5% to 50%, surpassing industry average of 40%, by creating new sales channels targeting various demographic users (including Amazon, Shopping.com, and Google).
- Developed and managed database-driven web site that is able to accommodate over 50,000 users daily. Integrated advanced functions to shorten system response rate by as much as 50%.
- Brought in \$48,000 in new annual revenues with 4 out of 100 product lines by implementing new web technology by Amazon, adding and managing over 50,000 products. Project \$1.2 million-plus in additional income following inclusion of all new products (ongoing project).
- Managed set-up and relocation of operation to 20,000 sq.ft. West Coast warehouse that allowed company to accommodate workforce of 20+ and store over \$6-10 million in merchandise (retail and wholesale customers).
- Created process to manage over 1.5 million products listed online with different sales channels.