

## Profile

**Ecommerce operations** and account manager **turned UX designer** with a strong work ethic and desire to think creatively. Experienced in **identifying end user pain points** and **utilizing data analysis** to problem solve. Proven **track record of project execution** for companies both large and small and **effective communication** with peers, cross-functional teams and leadership.

## Specializations

- Digital brand strategy
- Requirements gathering
- User research (competitor analysis, user interviews)
- Data analysis
- User flows & customer journey mapping
- Wireframing
- Prototyping
- Usability Testing

## Technical Skills

- Balsamiq ● ○ ○
- Sketch/InVision ● ● ○
- Figma ● ○ ○
- Jira/Confluence ● ● ●
- Workfront ● ● ●
- Google Analytics ● ○ ○
- Magento Plus, Shopify Plus, Salesforce Commerce Cloud ● ○ ○
- Websphere Commerce ● ● ○

## Work Experience

### Blue Acorn iCi, Charleston, SC August 2018 - November 2020

#### Account Director

- Improved existing client relationships through positive partnership and support of ecommerce growth
- Partnered with Executive Leadership team to create action plans to develop digital transformation roadmaps
- Produced content and lead meetings for client digital summits & quarterly business reviews in collaboration with cross functional teams (Creative, Analysts & Marketing)
- Worked to optimize platform functionality by staying current with industry updates and aligning with client business goals and upcoming initiatives
- Supported project kick off sessions as needed and maintained continued awareness of current project statuses
- Enhanced sales process to shorten lifecycle by providing constructive feedback to Sales Operations team

#### Account Manager

- Increased client satisfaction by maintaining regular communication with weekly status calls and advocating for client satisfaction in all internal strategy & planning
- Contributed to roadmap development with client based upon business goals & KPIs
- Prioritized feature development and managed deliverables and related timelines in coordination with Project Manager and Business Analyst
- Participated in all phases of project lifecycle focused on client success, including: UX workshops, design reviews, QA testing, UAT feedback and launch

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### HBC Digital, New York, NY

February 2015 - July 2018

(The Bay, Saks Fifth Ave, Saks Off 5th, Lord & Taylor and Gilt)

#### Sr. Manager, Site Operations & Analytics

- Managed team of seven associates and one manager with a focus on team accountability and collaboration
- Lead initiative, in partnership with Digital leadership, to redefine team role and responsibilities to more effectively support Digital Operations with business reporting, troubleshooting & system enhancements
- Contributed to digital roadmap planning and system/site enhancements discussions with IT, Project & Product teams across all banners
- Improved overall Digital Operations process through close partnership with Merchant Information Office and Category Management

## Training

### **UX Design Program**

CareerFoundry  
2020-2021

### **Lean/Six Sigma Yellow Belt**

HBC Digital  
Training participant Oct 2017

### **Leadership Journey**

HBC Digital  
Nominated participant Nov 2017

## Education

### **Bachelor of Arts, Art History**

University of Virginia  
Charlottesville, VA

## Work Experience (cont.)

### **Manager, Site Operations**

- Enhanced reporting strategies for Digital Operations to track progress of product set up and decrease time not on site with support from Data Services team
- Represented Item Lifecycle and Site Merchandising teams as subject matter expert in project discoveries with Project & Product Management teams
- Produced and lead training to support Digital Operations during project UAT and launch hand off
- Identified issue trends, process improvements and training opportunities through support tickets logged

### **Sr Associate, Site Operations**

- Generated daily product lifecycle reporting including inventory tracking, weekly dashboards and monthly compliance reporting to Buying, Item Lifecycle and Site Merchandising teams
- Reduced open tickets by Sample, Item Setup & Site Merchandising teams with prompt acknowledgement and resolution including necessary action items, training or system information
- Partnered with Infrastructure, QA and Data Services to resolve back-end system and front-end site issues

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### **Moda Operandi, New York, NY**

March 2014 - January 2015

#### **Retail Operations Associate**

- Lead Retail Operations Assistant and Administrator in PO confirmation process, weekly studio product upload, and product updates in the CMS
- Improved vendor delivery timing through regular communication and RA process management utilizing Zendesk tickets
- Worked closely with IT team to test new CMS design, logs bugs in JIRA and propose enhancements

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### **Winston Retail Solutions, New York, NY**

April 2011 - January 2014

#### **Account Manager - Retail & Beauty Brands**

#### **Assistant Account Executive**