

ROSE WILLIAMS

Las Vegas, NV 89128 • 424.343.2400 • rose.williams.js@gmail.com • aboutrw.com

Professional Summary

Analytical, innovative, Ecommerce/Web Content/Merchandising Manager experienced in leading digital strategy and business development using in-depth knowledge of product merchandising, digital marketing, web content management, P&L management, and ecommerce platform trends for mobile and desktop sites. A proven leader with team building, establishing clear objectives for team members, and enforcing deadlines to keep projects on track to ultimately deliver measurable results.

Skills

- Project Management/JIRA
- KPI & ROI Monitoring
- Contract Negotiations, P&L
- Adobe Photoshop & Dreamweaver
- eCommerce platforms: Magento, Shopify, Hybris, Big Commerce, Facebook Marketplace, Walmart, Amazon, eBay
- Demandware & Market Agility
- Microsoft Word, Excel, and PowerPoint
- Digital Marketing
- SEO Proficiency
- Web Analytics Google Analytics/AdWords
- CMS / Web Content Management
- Data Analysis
- CRM & Customer Segmentation
- Merchandising
- Brand Marketing
- Social Media

Work History

ECOMMERCE/DIGITAL MANAGER, 02/2021 to 09/2023

BR FUNSTEN-TOM DUFFY COMPANY – Manteca, CA

Industry: Wholesale Flooring/Installation Supplies & Equipment

Market: B2B

Online Revenue: \$5 - \$13 million/annually

URL: tomduffy.com

- Led ecommerce rebuild, UAT, and site migration project from strategy to deployment.
- Chose platform, vetted and negotiated outsourced developers and 3rd party software contracts adhering to strict budget margins.
- Collaborated daily with internal stakeholders and external web teams to improve site design, product presentation, functionality, and maximize customer UI/UX.

ECOMMERCE MERCHANDISING MANAGER, 06/2019 to 12/2021

TACONY CORPORATION – Fort Worth, TX

Industry: Floor Cleaning Equipment & Supplies

Market: B2B

Online Revenue: \$20 - \$24 million/annually

URL: powr-flite.com

- Interpreted and reacted to ecommerce KPI's to achieve sales goals; referenced analytics tools to research, understand and report on search trends and buying patterns to drive merchandising strategy and help build the monthly site content and promotional calendar.
- Improved powr-flite.com site layout, navigation, categorization hierarchy, select category assortments and taxonomy resulting in overall site performance boost.
- Managed product and web content updates/edits and digital marketing channels specifically SEO, social networks, and Google Analytics to consistently maintain brand/product identity and awareness. Achieved highest web sales volume, AOV, acquisitions, and conversions in 14 months.

GLOBAL ECOMMERCE OPERATIONS MERCHANDISER, 01/2017 to 01/2019

WALMART ECOMMERCE – San Bruno, CA

Industry: General Consumer Merchandise

Market: B2C

Online Revenue: \$24 – \$30 billion/annually

URL: walmart.com

- Managed global site merchandising and operations across all categories.
- Analyzed organic, paid, and email marketing campaign performance, ROI's, site traffic and sales metrics to implement growth strategies based on KPI data reporting.
- Partnered with customer support, design, marketing, development, and content teams to create, drive development, and deploy campaign stories, social media content, product launches and product landing pages for Walmart.com desktop and mobile sites.

ECOMMERCE MERCHANDISER, 07/2015 to 01/2017

KRACO ENTERPRISES – Los Angeles, CA

Industry: Aftermarket Auto Accessories

Market: B2C & B2B

Online Revenue: \$36 - \$38 million/annually

URL: kracoenterprises.com

- Extended aftermarket auto accessory manufacturer's traditional B2C/B2B retail merchandising footprint to digital
- Coordinated with design, product managers, dev, and creative teams to plan, organize, and create web content for sites and social media, improve online product placement, brand awareness, and sales performance in online marketplaces.

WEB CONTENT ADMINISTRATOR, 05/2013 to 06/2015

LAKESHORE LEARNING – Carson, CA

Industry: Learning Equipment & Materials

Market: B2C & B2B

Online Revenue: \$50 – \$60 million/annually

URL: lakeshorelearning.com

- Liaison between development, design, merchandising, QA, marketing, and e-procurement teams to oversee and drive web content and marketing campaign deliveries on lakeshorelearning.com desktop and mobile site related projects from planning to deployment.

Education

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS - Rancho Dominguez, CA

Bachelor of Arts

Major: English - Language & Linguistics

Minor: Marketing