

Verdie Schwope

Online Sales Manager

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📍 1234 Aspen Lane, Colorado Springs, CO 80918

EDUCATION

Bachelor of Business Administration in Marketing and E-commerce at University of Colorado Boulder, CO

Sep 2016 - May 2021

Relevant Coursework: Marketing Principles, Consumer Behavior, Digital Marketing, E-commerce Strategies, Marketing Analytics, Social Media Marketing, Market Research, Advertising, Brand Management, and Web Design.

LINKS

[linkedin.com/in/verdieschwope](https://www.linkedin.com/in/verdieschwope)

SKILLS

- CRM Mastery
- SEO Optimization
- Google Analytics
- Email Marketing
- Social Media Advertising
- Webinar Hosting
- A/B Testing

LANGUAGES

- English
- Russian

HOBBIES

PROFILE

Results-driven Online Sales Manager with 2 years of experience in driving revenue growth, optimizing sales strategies, and managing e-commerce platforms. Adept at analyzing consumer behavior, maximizing customer engagement, and implementing innovative marketing initiatives to enhance online presence. Demonstrated ability to collaborate with cross-functional teams and consistently exceed sales targets. Seeking to leverage proven skills and expertise to contribute to a dynamic organization's success.

EMPLOYMENT HISTORY

● Online Sales Manager at Blue Moon Digital Inc., CO

Mar 2023 - Present

- Achieved a 35% increase in annual online sales revenue by implementing targeted marketing strategies and optimizing the e-commerce platform for Blue Moon Digital Inc., CO.
- Successfully expanded the customer base by 25% through the development of innovative digital campaigns and strategic partnerships, resulting in higher brand visibility and engagement.
- Reduced cart abandonment rate by 15% and improved overall customer satisfaction by streamlining the online shopping experience, incorporating user feedback, and enhancing customer support.
- Increased average order value by 10% by implementing personalized upselling and cross-selling techniques, leading to higher profit margins for Blue Moon Digital Inc., CO.

● Assistant Online Sales Manager at Revenue River, CO

Sep 2021 - Jan 2023

- Successfully increased online sales revenue by 35% within the first year by implementing effective digital marketing strategies and optimizing the sales funnel.
- Streamlined the sales process and improved lead conversion rates by 25% through the development and implementation of a CRM system, resulting in more efficient tracking and follow-up with potential clients.
- Played a vital role in securing a major partnership with a leading e-commerce platform, contributing to a 50% increase in monthly website traffic and a 40% boost in overall sales.
- Spearheaded the creation of targeted email campaigns that led to a 30% increase in customer engagement and a 20% growth in repeat purchases within a six-month period.

CERTIFICATES

Google Ads Certification

Dec 2021

HubSpot Inbound Sales Certification

Oct 2020

MEMBERSHIPS