

# Alverta Ercoli

Retail Marketing Manager

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## Education

**Bachelor of Business  
Administration in Retail  
Marketing at Fashion  
Institute of Technology, New  
York, NY**

Sep 2014 - May 2018

Relevant Coursework: Retail Marketing Strategy, Consumer Behavior, Digital Marketing, Retail Analytics, Merchandising, Marketing Research, Sales Management, Brand Management, E-commerce, and Supply Chain Management.

## Links

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

## Skills

Salesforce proficiency

Google Analytics

SEO optimization

Adobe Creative Suite

Social media advertising

Email marketing (Mailchimp)

Market research

## Languages

English

Italian

## Profile

Results-driven Retail Marketing Manager with 5 years of experience in developing and implementing innovative marketing strategies to drive sales growth and customer engagement. Adept at identifying and capitalizing on market trends, leveraging data-driven insights, and managing cross-functional teams. Proven track record in executing successful promotional campaigns, optimizing in-store experiences, and enhancing brand visibility. Strong communicator and problem solver, dedicated to achieving business objectives and exceeding customer expectations.

## Employment History

### Retail Marketing Manager at Macy's, NY

May 2023 - Present

- Successfully increased overall sales by 15% within the first year of implementing a targeted multi-channel marketing campaign, resulting in an additional \$1.2 million in revenue for the New York store.
- Developed and executed an in-store promotional event strategy that attracted over 25,000 new customers to Macy's New York location within six months, leading to a 10% increase in customer acquisition rates.
- Implemented a data-driven loyalty program, boosting customer retention by 20% and contributing to a 12% increase in average transaction value for existing customers.

### Assistant Retail Marketing Manager at Bloomingdale's, NY

Aug 2018 - Apr 2023

- Successfully launched 5 in-store promotional campaigns, resulting in a 15% increase in foot traffic and a 12% boost in sales over a 1-year period.
- Developed and implemented a targeted email marketing strategy that increased email open rates by 25% and contributed to a 10% growth in online sales within 6 months.
- Managed a team of 4 marketing coordinators, achieving a 95% on-time project completion rate and a 30% reduction in marketing expenses through efficient resource allocation.
- Collaborated with visual merchandising teams to revamp in-store displays for 8 high-revenue departments, leading to a 20% increase in customer dwell time and an 18% improvement in overall customer satisfaction ratings.

## Certificates

### Certified Retail Marketing Professional (CRMP)

Oct 2021

### Certified Digital Marketing Specialist (CDMS)

Jun 2020