

# Alison E. Bodigheimer

UX Designer | Ecommerce Manager

---

## PROFILE

---

Independent quick learner who provides insightful and dependable website and e-commerce management skills. Hardworking with a drive for achievement and well-versed in project and product management, especially in web development and email marketing. Continually striving for new knowledge and for excellence in the strategic direction of the business, including UX design and site architecture. Able to link daily objectives and tasks to the big picture of an organization and comfortable communicating across all levels of a company. A record of significant training and/or experience in:

- Website Management
- E-Commerce
- Merchandising
- Affiliate Marketing
- Customer Service
- Product Management
- Project Management
- Analytics
- Email Marketing
- Business Analysis
- Strategic Marketing
- SEO & SEM
- User Experience
- Social Media Marketing
- Vendor Relationships

---

## TECHNICAL SKILLS

---

- Adobe Creative Suite
- Axure
- Magento
- Sketch
- Asana
- Invision
- CSS
- Google Analytics
- MailChimp
- Digital River
- Wordpress
- Landing Pages
- HTML
- Google Adwords
- Constant Contact
- Basecamp
- Winfashion ERP

---

## EXPERIENCE

---

### **Wildcat Retro Brands**

**Los Angeles, CA & Remote**

**10/11-8/15**

#### *Web Services Manager*

- Oversaw marketing, website management, email and merchandising for premium sports and pop culture apparel websites built on Magento platform
- Launched new sites as needed from operational management position
- Managed website improvements through research, wire framing, testing and execution
- Managed affiliate network and search engine marketing to optimize campaigns and returns
- Oversaw full lifecycle of email promotions including scheduling, list management and customer acquisition to optimize returns from email campaigns
- Managed third party consulting team on programming, website strategy and daily updates
- Analyzed website performance, including daily, monthly, and quarterly reporting to increase transparency of results to senior management
- Organized marketing and e-store photo shoots including model selection, garment selection and marketing requirements
- Oversaw customer service and fulfillment departments including escalated customer issues

**Encore Software**

**El Segundo, CA**

**11/08-4/11**

- Managed print software product portfolio valued at \$5M, from concept to completion through licensing partnerships, creative briefs, BOM, package copywriting, branding guidelines, marketing copywriting and creating sales materials, increased 6% market share year over year
- Prepare and present quarterly business reviews to partners and internal stakeholders
- Updated product features, benefits and opportunities to sales team, strategize POS opportunities on a bi-weekly basis and quarterly meetings
- Analyzed product performance for team-wide portfolio of products on a monthly basis
- Establish requirements document, direct production team through software development process to obtain Alpha, Beta & GM status
- Promoted products via alternative marketing channels through website contest to create brand awareness, collect user data, conduct market research and improve product enthusiasm

*Content Manager, B2C*

11/08-5/10

- Created, developed and managed content for organization's web presence on three websites
- Managed new site redesign and additional microsites from wireframe to live
- Merchandised home page, product lists and product pages to improve site conversions
- Made ongoing SEO improvements to all sites and manage SEM content including determining keyword buys, monitoring creative, and analyzing performance of campaigns
- Tracked and reported on site metrics for user experience using Google Analytics
- Researched strategic opportunities to bring new products to sell via DTC channel
- Launched new products and sell-down previous versions in lifecycle management

**Colliers International****Los Angeles, CA****2/07-8/08***Marketing Coordinator, Team Leader*

- Managed office marketing needs including creating strategic plans with touch point campaigns, managing creative jobs, project management, public relations, and presentations
- Implemented touch point campaigns by strategically creating marketing plan to increase awareness for brokers and boasted a 10% return rate
- Maintain & manage branding identity to meet corporate guidelines.
- Managed full lifecycle of vendor relationships including new vendors and project management
- Created strategic and effective internal communications for new marketing department, including monthly newsletters, e-blasts, brochures and marketing pieces

**HomeAid****Los Angeles, CA****3/04-2/07***Marketing Manager***EDUCATION****DePaul University****Chicago, IL****exp. Spring 2016***Master of Science, Human Computer Interaction*

- Research & discovery methodologies including observations, interviews, surveys, personas
- Prototyping practices from lo fidelity to high fidelity wireframes and interactive prototypes utilizing Axure, Sketch and Balsamiq
- HTML, CSS, Flash and Javascript
- Data and statistical analysis

**University of Arizona****Tucson, AZ***Bachelor of Arts, Communication***UCLA Extension****Los Angeles, CA***Strategic Marketing, Design Communication*