



KATIE BETTRIDGE

Director of Marketing + eCommerce

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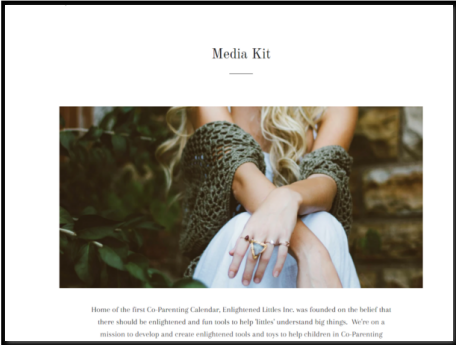
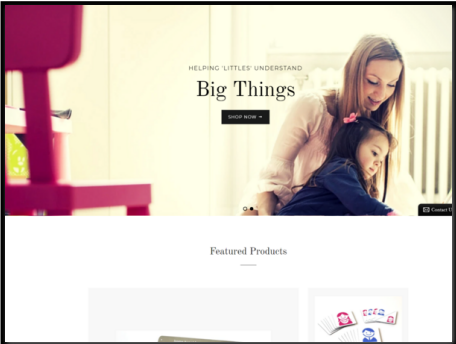
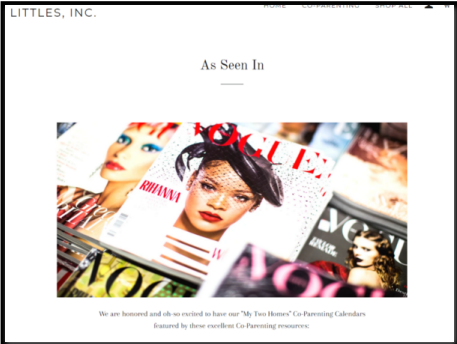
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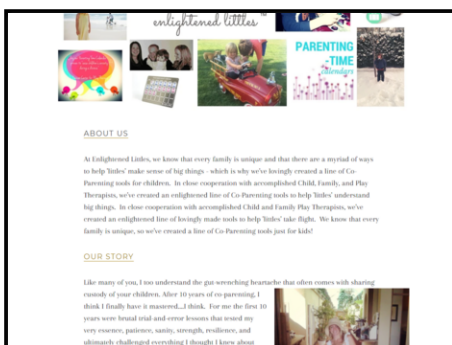
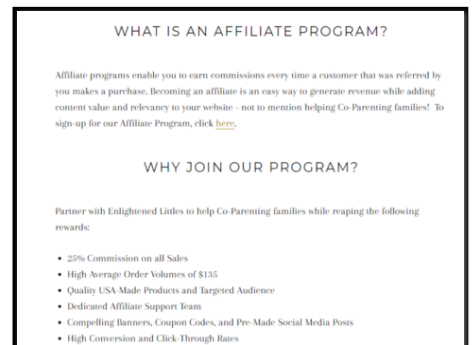
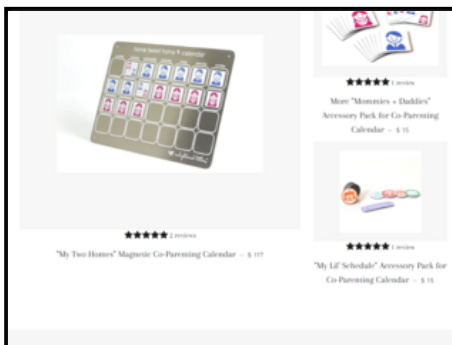
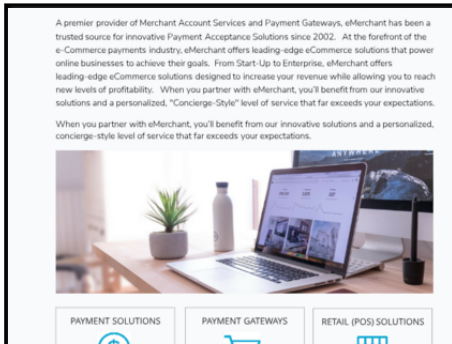
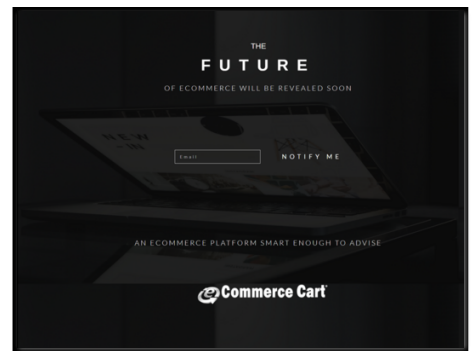
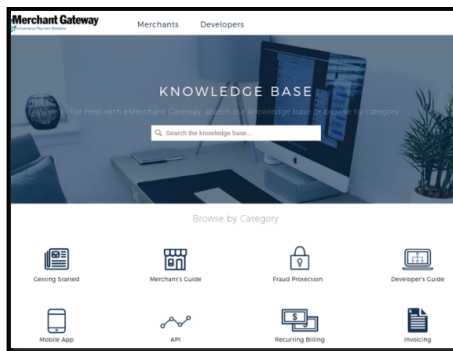
EXECUTIVE SUMMARY

Strategic and operational channel leader with proven ability to drive revenue, champion effective lead generation strategies, convey complex analytics across cross-functional teams and deliver high-impact strategy to grow market segments. Innovative achiever committed to strategic direction and creating mutually-beneficial partnerships and cutting-edge solutions. Driven leader with unsurpassed interpersonal skills and demonstrated ability to develop highly effective solution-based B2B and B2C solutions that garner traffic and consistently grow online revenues.

CAREER HIGHLIGHTS

- Drove new product market strategy and forged partnerships with Big Box Retailers increasing revenue by 270% per month
- Forged strategic Media and Public Relations relationships with key media contacts that led to products being featured in celebrity gift bags for the Critic's Choice Awards, Golden Globes, and the Sundance Film Festival
- Developed eCommerce strategies to deliver online promotions that increased conversion rates from 0.5% to 1.12%
- Directed the frontend redesign and backend integration of multi-channel eCommerce site leading to a 147% increase in sales
- Developed digital “Guerilla” marketing campaigns via Social Media channels attaining over 40k new subscribers





WORK EXPERIENCE

DIRECTOR OF MARKETING
TURNING POINT BRANDS
 07/2019 - 01/2020

Promoted to manage the entire Wholesale division of online sales in 5 months due to effectively driving revenue for the main multi-channel eCommerce website. Strategic Department Leader responsible for revenue growth through innovative Marketing and eCommerce strategy.

- Direct eCommerce and digital marketing initiatives to garner new traffic and increase conversions through SEO and PPC management, email marketing, landing page optimization, site merchandising, and online distribution channels
- Manage User Experience (UX) and design updates to multi-channel eCommerce website and affiliated channels to drive new segment revenue growth
- Lead innovative eCommerce and digital marketing initiatives across social media channels to garner new traffic and increase conversions
- Analyze web analytics and KPIs to improve UX, brand exposure and conversions to make critical decisions based on newly emerging industry trends

FOUNDER + CHIEF MARKETING OFFICER
ENLIGHTENED LITTLES, INC.

09/2012 - 11/2020

Driven Founder and leader responsible for P&L, revenue growth through both traditional and digital channels including Media, PR, eCommerce, brand strategy, segmentation, and merchandising of both retail (B2C) and wholesale channels (B2B).

- Managed the design of new multi-channel eCommerce website and affiliated channels to drive new segment revenue growth in a new niche market vertical
- Directed forward-thinking eCommerce strategies to deliver innovative online experiences for promotions that grew conversion rates (CR) from 0.5% to 1.12% that resulted in a 40% increase in revenue
- Drive business volume through new product creation, innovative branding, effective merchandising and expansive communication distribution to increase profit growth
- Create innovative eCommerce and digital marketing initiatives across social media channels to garner new traffic and increase conversions
- Oversee P&L, forecasting, pricing models and managing KPI analytics to ensure success and ROI of strategic initiatives
- Manage digital marketing metrics including SEO and SEM campaign management, ecommerce website analytics, and Public Relations
- Analyze web analytics and KPIs to continually improve user experience (UX), brand exposure and conversions

DIRECTOR OF MARKETING AND OPERATIONS
EMERCHANT

02/2018 - 04/2019

Strategic Department Leader responsible for revenue growth through traditional and digital Marketing; including eCommerce, go-to-market positioning and brand strategy to disrupt stagnant industry trends.

- Championed eCommerce and digital marketing initiatives to garner new traffic and increase conversions through SEO and PPC management, email marketing, landing page optimization, site merchandising, and online distribution channels
- Driven leader responsible for implementing innovative digital strategies to drive traffic to main corporate website and 3 additional related websites
- Created innovative eCommerce and digital marketing initiatives across social media channels to garner new traffic and increase conversions
- Analyzed web analytics and KPIs to improve UX, brand exposure and conversions to make strategic conclusions and critical decisions based on industry trends

CHIEF MARKETING OFFICER
HOUSE BRANDS

01/2014 - 01/2018

Strategic Digital Marketing and eCommerce consultant responsible for assessing business goals, significantly driving revenue, aligning multi-channel initiatives, and growing overall market share of small to medium sized businesses.

- Manage and execute eCommerce strategy to drive revenue and increase market share for both online and retail channels
- Champion eCommerce and digital marketing initiatives to garner new traffic and increase conversions through SEO, SEM and PPC management, email marketing, landing page optimization, site merchandising, and online distribution channels
- Oversee digital Marketing initiatives including SEO, PPC, social media, newsletter, affiliate networks and VIP programs
- Analyze web analytics and KPIs to create recommendations for improving user experience (UX), brand exposure, conversions, and customer engagement
- Adept at gleaning consumer behavior insights from analytics and presenting recommendations for optimized user experience (UX) to upper management while working with Wholesale and Retail channels to ensure channel alignment of initiatives

ECOMMERCE MANAGER
KIDROBOT

Consumer Goods, Retail

- Strategic and operational channel leader responsible for growing the eCommerce channel by managing P&L, driving revenue through utilizing best

practice user experience methods, KPI insight and analysis, as well as implementing innovative digital strategies to drive web revenue of multi-channel, global eCommerce website and related microsites

- Managed and executed eCommerce strategy to drive revenue for new product launch leading to a 165% increase in revenue
- Led and implemented day-to-day site updates in an extremely product release-centric channel to ensure fresh content weekly, including all product preparation for both Kidrobot-produced items and 3rd party goods by gathering all product assets, confirming accuracy, setting up products in custom CMS, ensuring appropriate inventory levels, and deploying site
- Adept at gleaning consumer behavior insights from analytics and formally presenting recommendations for optimized user experience (UX) to upper management while working with Wholesale and Retail channels to ensure channel alignment of initiatives
- Championed eCommerce and digital marketing initiatives to garner new traffic and increase conversions through SEO, SEM and PPC management, email marketing, landing page optimization, site merchandising, and online distribution channels
- Developed and executed cross-sell/upsell strategy leading to a 17% increase in average order value (AOV)
- Oversaw digital Marketing initiatives including SEO, SEM, PPC, social media, newsletter, affiliate networks and VIP programs
- Analyzed web analytics and KPIs to create recommendations for improving user experience, brand exposure and conversions
- Project managed the digital sales, marketing, and branding campaigns across channels between both internal teams and external 3rd party partners to ensure accurate and timely cohesion of digital initiatives and branding strategies
- Aligned with Operations to forecast web traffic, anticipate web sales and allocate inventory to sales channels accordingly
- Directed forward-thinking eCommerce strategies to deliver innovative online experiences for promotions that grew conversion rates (CR) from 0.5% to 1.12% that resulted in a 40% increase in revenue

DIRECTOR OF SALES AND MARKETING

GRIND

2008 - 2012

Consumer Goods, Retail

- Directed the launch and execution of multi-channel eCommerce site leading to an 147% increase in sales
- Championed eCommerce site marketing initiatives to garner new traffic, grow sales and increase conversions through SEM and PPC management, email marketing, landing pages, site merchandising, and online distribution channels
- Developed digital marketing campaigns via SEO, newsletter, Blog, and Social Media attaining over 40k new subscribers
- Served as a highly cross-functional leader across internal and external groups to ensure the successful execution of all e-commerce related projects including managing product launch calendar, pricing new products, order management, managing promotions, overseeing returns and writing new copy and content for blog and website updates
- Managed all aspects of online and eCommerce site-specific promotional campaigns including customer service management, monitoring performance analytics, maintaining inventory levels and creating new web collateral including emails, landing pages, photography, press releases, Blog posts, copy, etc.
- Responsible for managing P&L, sales forecasting and creating budgetary guidelines to ensure the success and payback of all strategic marketing and sales initiatives
- Initiated and formed strong strategic relationships with key Media contacts leading to the placement of products on popular TV shows and in prominent magazines and publications

MARKETING PROJECT MANAGER
ALBEO TECHNOLOGIES
2006 - 2008

LED Technology

- Directed the design and execution of new corporate website to enhance brand awareness, gain B2B market share, and market positioning
- Managed the SEO and SEM of new corporate website, developed all photography, copy, case studies, downloadable collateral, downloadable case studies, press releases, etc.
- Acted as highly cross-functional leader across internal and external groups to ensure the successful execution of online initiatives and high-level marketing strategy
- Developed high-impact Marketing and Public Relations campaigns including Tradeshow booth design, planning, presenting, and orchestration of Tradeshows

DIRECTOR OF MARKETING
RETREADS
2003 - 2006


Consumer Goods, Retail

- Increased B2B sales revenue per month by an unprecedented 270%
- Orchestrated all Public Relations and Media initiatives, including getting products featured in celebrity gift bags for the Critic's Choice Awards, Golden Globes, and Sundance Film Festival
- Directed the launch and execution of new eCommerce site in the retail textiles industry, doubling online sales
- Forged strong partnerships with key Big Box Retailers leading to a 270% increase in sales revenue per month
- Oversaw the design and implementation of the eCommerce site's user flow of the shopping cart and branded checkout pages, pioneered up-sell strategy and user-friendly guest login to ensure safe and confident checkout experience
- Managed cross-functional in-house and 3rd party IT teams to execute e-Commerce site initiatives including managing the overall website calendar, promotional calendar of all media assets, merchandising strategy for the new site, SKU and UPC code creation, PPC management, and site traffic and performance analytics
- Responsible for managing P&L, sales forecasting and creating budgetary guidelines to ensure the success and payback of all strategic marketing and sales initiatives



DIRECTOR OF DIGITAL MARKETING AND ECOMMERCE RESUME

Resume

 https://www.linkedin.com/in/kevinchouh	
PROFESSIONAL PROFILE	
<ul style="list-style-type: none">• Implemented organizational processes leading to a budget decrease of over \$100,000.00• Directed forward-thinking e-commerce strategies to deliver innovative online experiences that grew conversion rates (CR) from 5.5% to 1.12% that resulted in a 40% increase in revenue	
EDUCATION	
BSBA Business Administration University of Denver, 1999 - 2003	
Master's College of Business 2007 Marketing Communications	
SKILLS	
<ul style="list-style-type: none">• Marketing Strategy• Digital Marketing• Campaigns• SEO / SEM / PPC• Campaign Management• Public Speaking• Social Media Marketing• Product Marketing• Project Management• Branding and Brand Management• Email Strategy• Analytics Strategy	
EXPERIENCE	
Director of Marketing and Operations, Albeo Inc. February 2010 - Present	
Strategic Department Leader responsible for revenue growth through traditional and digital Marketing, including e-commerce, go-to-market positioning and brand strategy to disrupt regional industry trends.	
<ul style="list-style-type: none">• Championed e-commerce and digital marketing initiatives to generate new traffic and increase conversions through SEO and PPC management, email marketing, landing page optimization, site architecture, and mobile responsive design.• Drove leader responsible for implementing innovative digital strategies to drive traffic to state corporate website and 3 additional related websites.• Created innovative e-commerce and digital marketing initiatives across social media channels to generate new traffic and increase conversions.• Analyzed web analytics and CRM to improve UX, brand exposure and conversions to make strategic conclusions and critical decisions based on industry trends.	
Chief Marketing Officer - Founder, Enlightened Little September 2012 - Present	
Innovative leader and founder responsible for P&L, revenue growth through both traditional and digital channels including SEO, PPC, e-commerce, brand strategy, segmentation, and non-traditional efforts (over 50%) and website conversion (30%).	
<ul style="list-style-type: none">• Managed the design of new multi-channel e-commerce website and affiliated channels to drive new segment revenue growth in a new niche market niche.• Directed forward thinking e-commerce strategies to deliver online experiences for customers that grew conversion rates (CR) from 5.5% to 1.12% that resulted in a 40% increase in revenue.• Drove business volume through new product creation, innovative branding, effective digital/marketing and customer communication initiatives to achieve profit growth.	

ECOMMERCE

SEARCH ENGINE MARKETING

SALESFORCE.COM

DIGITAL MARKETING

MS OFFICE SUITE

EMAIL MARKETING AND NEWSLETTERS

ACCOUNT MANAGEMENT

PROJECT MANAGEMENT

ADVERTISING

SEARCH ENGINE OPTIMIZATION (SEO)

TRADESHOW LOGISTICS

MANAGEMENT

STRATEGIC MARKETING AND BRANDING

SOCIAL MEDIA

BSBA

DANIELS COLLEGE OF BUSINESS, UNIVERSITY OF
DENVER (DU)

Graduated with a BSBA in Business Administration with an emphasis in
Marketing Communications



PROFILE

- Excellent communicator with proven ability to convey complex product information, develop rapport, build strong relationships with customers, and deliver high-impact creative ad and marketing copy
- Innovative, dynamic achiever committed to assessing customer needs and creating mutually-beneficial partnerships and cutting-edge solutions
- Driven leader with unsurpassed interpersonal skills and demonstrated ability to develop highly effective solution-based B2B and B2C solutions



SUMMARY

Current Role

Director of Marketing and Operations, eMerchant

Previous Roles

Founder + Chief Marketing Officer, Enlightened Littles, Inc.

Chief Marketing Officer, House Brands

eCommerce Manager, Kidrobot

Director of Sales and Marketing, Grind

Marketing Project Manager, Albeo Technologies

Director of Marketing, Retreads

Marketing Manager, Absolute Performance

Marketing Project Manager, Hewlett-Packard

Experience

Marketing Management (15 yrs)

Digital Marketing (17 yrs)

eCommerce (11 yrs)

Education

Daniels College of Business, University of Denver

Core Competencies

Digital Marketing Management

eCommerce Channel Leadership

Media and Product Placement

Website Design and UX

SEO, SEM, and PPC

Campaign Management
Analytics and KPI Analysis
Public Speaking
Press and Public Relations



PROFESSIONAL EXCELLENCE

- Drove new product market strategy and forged partnerships with Big Box Retailers increasing revenue by 270% per month
- Forged strategic Media and Public Relations relationships with key media contacts that led to products being featured in celebrity gift bags for the Critic's Choice Awards, Golden Globes, and the Sundance Film Festival
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