

## **PAMELA CARR HAGERMAN**

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### **SENIOR INTEGRATED MARKETING & ECOMMERCE BUSINESS LEADER**

*"Equal expertise in traditional direct marketing AND online ecommerce marketing management"*

Well-known for a scrappy resourcefulness, entrepreneurial work ethic, and drive for results, especially:

- Optimizing integration of online/offline marketing campaigns to drive revenue
  - ✓ *Specialties include:* Catalog, direct mail, email, site merchandising, social media
- Managing eCommerce startups and site merchandising for established brands
- Strategizing promotional segmentation and maximizing CRM communications
- Interpreting data to achieve continuous campaign performance improvements
- Creating engaging content that significantly influences conversions
- Directing large technology innovation projects

### **PROFESSIONAL EXPERIENCE**

(see project examples at [www.pamelacarr.online](http://www.pamelacarr.online))

#### **ZEBRA TECHNOLOGIES (2019-present) eCommerce Product Owner**

Direct business vision, road map and sales growth opportunities for global B2B eCommerce platform.

- **Managed implementation of Oracle B2B ecommerce site** and related Stibo PIM product database including business strategy, workflow management, data integration, site design, product photography, site promotional merchandising and marketing strategy
- **Define, evaluate, prioritize and direct Agile implementation of road map enhancements** including UI improvements, conversion and search optimizations, product data integrity, analytics and reporting
- **Lead pursuit of growth opportunities** including syndication to external partners, marketplaces

#### **MARKETING RESERVE (2016-Present) Principal, Integrated Marketing Project Management (self-employed)**

Lead marketing projects on an interim basis for local retailers and non-profit organizations.

- **Increased social community membership by 300%** as moderator for national non-profit organization including providing engaging content, maintaining community standards, developing promotions
- **Launched multiple ecommerce startups for local retailers** including Shopify site creation, email strategy and setup, digital marketing strategy and social community development

#### **KIEFER AQUATICS (2017-2018) Director of Marketing**

Developed and managed B2B & B2C strategy to grow multichannel revenue through ecommerce, catalog, email, digital marketing, social/content and sales.

- **Revamped catalog strategy, layout/design and circulation plan resulting in 30% sales increase** including establishment of new catalog design strategy, formal guidelines, photography improvements, copywriting and list strategy. Responsible for growth of customer file and development of profitable segmentation
- **Elevated ecommerce presence through re-platform, content upgrade, and increased functionality** including complete overhaul of entire site front and back-end on Magento platform, significantly improved customer experience, and new design and content that is relevant to younger target market. Owner of site merchandising, promotion strategy, brand identity, digital marketing, and analytics for [kiefer.com](http://kiefer.com)
- **Established and framed content strategy as competitive advantage** by evaluating competition, identifying influencers, growing community size, building content library, adding resources and developing content calendar
- **Assessed and refined buyer and seller Amazon accounts to maximize revenue** by leading analysis of profitable category sales, identifying areas of competitive advantage and consolidating product offering
- **Led brand identity restructuring for future growth** by facilitating company-wide effort to revise company vision, mission and value proposition to reflect new business category growth

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- **Sourced and managed multiple external resources to extend marketing team** including PPC/SEO, site development, catalog circulation planning, printing, freelance design and copywriting

### ENESCO GIFT (2015-2016) *Director of Internet Marketing*

Led all digital efforts to grow ecommerce sales including B2B & B2C site management, email, social and paid media

- **Launched B2C ecommerce startup business** with exclusive blend of retail partner and in-house fulfillment operations ([enescogiftshop.com](http://enescogiftshop.com))
- **Manage site merchandising for over 8,000 skus and over 100 brands**, also digital/email/social marketing strategies, site branding and performance, and management reporting
- **Amplified B2B site traffic and conversions at enescobusiness.com** through 46% increase in email revenue including transition to new vendor, development of standardized template, improved copywriting, and automated workflows ([enescobusiness.com](http://enescobusiness.com))

### CHICAGO TRIBUNE (2011-2015) *Senior Digital Marketing Manager*

Founder of ecommerce Magento marketplace [chicagotribunestore.com](http://chicagotribunestore.com), continued in General/Marketing Manager.

- **Established unique ecommerce startup business plan and all operational processes in six months** including site design/build, merchandise strategy/vendor onboarding, customer service/order fulfillment, proprietary merchandise sourcing, online/offline marketing strategy, email strategy, reporting
- **Pioneered a breakthrough ecommerce marketing strategy that surpassed revenue goals by 2.5 times in first year.** Blended traditional online marketing (SEM/SEO, digital ads, email, social, content) with non-traditional offline ecommerce promotion (newspaper, magazine, events, bouncebacks) for strong integrated impact.
- **Built three engaged social communities that drive significant ecommerce site traffic and conversions.** Created own communities and content strategy to support Chicago Sports Cave, Chicago Made and Misty's Market ecommerce shops in multiple social platforms
- **Developed and onboarded drop ship/proprietary ecommerce merchandise plan with high profit.** Negotiated external vendor revenue share contracts with over 20 vendors, created manufacturing process for internal products, set up and managed print-on-demand products and in-market route delivery process.
- **Planned and managed pop-up ecommerce and retail store in three days to support 2013 Blackhawks Stanley Cup Championship.** Generated 60% of annual retail revenue. Assembled team and entire operation in one week including securing temporary retail location, sourcing/purchasing merchandise, establishing payment method, hiring staff, developing/executing online/offline promotions, creating P&L and measurement plan.
- **Launched DigitalPlus™ digital news subscription product and established related email strategy.** Acquired 500,000 new registrants/subscribers in first six months, achieved 40-70% email open rates; set/documented corporate email strategy for digital subscriber acquisition, retention, new products and trigger campaigns.

### ALLSTATE INSURANCE COMPANY (2010) *Integrated Marketing Communications Contractor*

- **Collaboratively partnered with product marketing and external agencies to design and execute email strategy** for two major product launches. Created email acquisition and CRM strategy to support "Good Hands Roadside™" and "Teen Safe Driving" web launches.
- **Strengthened integration of direct mail and email to increase revenue from key customer group.** Developed communication strategy to cross-sell auto insurance to current homeowner customers.

### MARKETING RESERVE (2005-2010) *Principal, Integrated Marketing Project Management* (self-employed)

Lead marketing projects on an interim basis for B2B manufacturers and retailers.

- **Researched and launched new industrial construction tool product line** through NPD process, and initiated and implemented B2B ecommerce site redesign (ITW)
- **Cultivated alternative ecommerce selling channels worth \$600k incremental revenue** (Bosch)
- **Managed craft product launches for major retailers** including Target, Michaels, Walmart (Fibrecraft)

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### **W.W. GRAINGER, INC.** (2003-2004) *Corporate Accounts Marketing Manager*

Directed marketing plan and partnered with dedicated sales force to generate \$900m annual B2B segment sales.

- **Owned segment marketing strategy designed to migrate reorders online.** Created customized segment online content and triggered email communication plan that grew Corporate Accounts to 30% total online sales primarily for hospitals, food and government defense manufacturers
- **Chaired cross-functional supplier diversity initiative that protected key government sales.** Initiated marketing strategy including vendor development, marketing strategy that protected \$1.5b annually.

### **SEARS ROEBUCK & CO.** (1998-2003) *Senior Marketing Manager*

Managed all aspects of catalog and ecommerce marketing for 12 catalog businesses and \$300m annual revenue.

- **Controlled development and implementation of substantial catalog marketing plans that resulted in consistent sales increases in a declining industry.** Managed \$17m online, in-store and print promotions that resulted in 5% increase in retail sales, 40% increase in online sales, and breakeven catalog sales.
- **Spearheaded implementation of several key online catalog ordering functionalities.** Launched virtual catalog technology, catalog quick order, licensed/proprietary catalog requests, and digital promotion of launches.
- **Pioneered multiple alternative catalog delivery and advertising initiatives that boosted revenue and reduced production costs.** Led development of \$26m annual in-store catalog distribution program, negotiated \$250,000 on-page catalog advertising, cultivated bounceback clearance and employee program.
- **Grew customer database and increased response rates, average orders by pinpointing relevant promotional offers.** Directed development and testing of all acquisition, retention, reactivation offers including research/analysis, projections, promotion sourcing, versioning implementation, and recommendations.
- **Integrated multichannel brand message consistency across all retail channels.** Acting as brand manager for direct channels, managed promotions/messaging for CRM/direct mail, catalogs, sears.com, retail store
- **Repositioned known brands** including 75th Anniversary Craftsman catalog, 1955 heritage Wish Book™.

## **OTHER EXPERIENCES**

**Kraft Foods, Inc.** – *Direct Marketing Manager, Packaged Foods/Grocery Retailers*

**Blue Cross & Blue Shield of Illinois** – *Direct Marketing Supervisor, Medicare Supplement Insurance*

## **EDUCATION & TRAINING**

**ILLINOIS INSTITUTE OF ART** - *Website Development, Digital Image Manipulation, Digital Photography Certifications*

**LOYOLA UNIVERSITY** – *Project Management Certification*

**NORTHWESTERN UNIVERSITY** – *MS, Integrated Marketing Communications*

- Direct Marketing Intern – L.L. Bean

**WESTERN MICHIGAN UNIVERSITY** – *BBA, Advertising, General Business*

- Johnston Advertising, College of Business and WMU Academic Scholarships
- Western Herald – Advertising Manager
- Adjunct Advertising Professor – Haworth College of Business

## **INTERESTS**

Competitive horseback riding, vocal music, running/weight training, photography and animal charities