



Jamie Jackson

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E-commerce Marketing Manager

Work History & Education

CURRENT EMPLOYERS

EVEREST DESIGNS, WOOLLY DRY GOODS, APOTHOCURIOUS, ...

FREELANCE MARKETING -D2C & B2B

- ◇ Freelance Marketing and Website Development for small business owners.
- ◇ Shopify and Wordpress expert. Updating and maintaining products on companies websites hosted on wordpress & shopify.
- ◇ Email campaigns using shopify customer contacts to increase direct to consumer sales.
- ◇ Manage social media accounts connected to shopify platforms to sell and promote products for each company.
- ◇ Manage printed marketing material such as hang tags, catalogs, order forms.

PAST WORK HISTORY

MISSOULA COUNTY HEALTH

FRONT DESK STRIKE TEAM MANAGER

- ◇ Manager 5-7 employees per shift. Reviews and approves staff time in Chronos, monitors closely for over-time and adjusts schedules .
- ◇ Reviews work for missing information, inconsistencies, or areas that need further exploration and directs staff to seek clarification and obtain additional information. Follow all Federal vaccine protocols and update public on changing information.
- ◇ Ensures all staff are following protocols and procedures and complete all required training.
- ◇ Uses Sharepoint, Excel, Microsoft Teams and Outlook, and other digital applications necessary for work.

GO 2 GUYS ONLINE AUCTION

MARKETING E-COMMERCE MANAGER

- ◇ Coordinated efforts in producing effective revenue-generating solutions, increasing customer base. Wrote engaging product descriptions and informative email blasts that increased engagement by increasing weekly auction registrations.
- ◇ Created business website using wordpress. Identified new business opportunities, and worked on the development and implementation of new business procedures and processes which significantly improved customer experience and satisfaction.
- ◇ Used analytics to improve web content and email campaigns ensuring that the company high standards were always fully met.
- ◇ Managed multiple E-commerce platforms and social media accounts. Implemented integration and merchandising of product.

MURDOCHS

E-COMMERCE ASSET SPECIALIST

- ◇ Work with cross-functional teams to improve and implement new products Online using PIM software.
- ◇ Expert in using excel macros to organize and upload product information into PIM.
- ◇ Created a streamline photo editing process for new E-commerce products.
- ◇ Participate in all in-house and on-location shoots, managing all styling of products, and maintaining aesthetics and continuity throughout the shoot.
- ◇ Created a consistent photo protocol for e-commerce products
- ◇ Organized all product images and assets to make strict deadlines for product promotions and marketing.

BACHELOR (BS)- BUSINESS MARKETING BELLEVUE UNIVERSITY, OMAHA, NE

ASSOCIATES (AS)- COMPUTER SCIENCE WEB DESIGN CPCC CHARLOTTE, NC

HIGH SCHOOL DIPLOMA- PARK HIGH SCHOOL LIVINGSTON MT



Jamie Jackson designs

Skills & experience

WEB DESIGN

HTML5
WORDPRESS
WIX
SQUARESPACE
SHOPIFY
SEO UPDATING

MARKETING

EMAIL CAMPAIGNS - MAILCHIMP, MAILERLITE, HUBSPOT, SHOPIFY

SOCIAL MEDIA - POSTS & PRODUCT SYNCING TO SHOPIFY

ANALYTICS & ADS

GOOGLE ANALYTICS
SHOPIFY ANALYTICS
FACEBOOK ADS

jamiiejdesigns.com