

ALICIA MARIE PHILLIPS

Dynamic E-Commerce Leader



Who I am

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Summary

Dynamic leader in the e-commerce space with a proven track record of building strong e-commerce business units from the ground-up with successful financial results. Passion for streamlining of processes, KPI forecasting and adherence, cross-collaboration with teams in varying geographic locations, collaborating between various business units - and most importantly, never losing focus of the customer. With a devotion to numbers and a curiosity that believes there are always ways to improve, I have consistently proven my ability to use the latest technologies to solve business problems.

What I've studied

- 04-06 B.S. Marketing
Rowan University, Glassboro, New Jersey
- 02-04 A.S., Business Administration, Marketing
Burlington County Community College, Pemberton, New Jersey

Conference Speaking

- 11.11 Pittsburgh Business Technology Conference
Building a Buzz for your business
- 05.12 Entrepreneur's Growth Conference
Top Social Media Outlets & how to leverage them
- 09.12 U.S. Small Business Administration, Mid-Atlantic
Social Media 101: Leverage the right tools
- 09.12 U.S. Small Business Administration, Mid-Atlantic
Digital Marketing 101: Getting your business online
- 10.12 Pittsburgh Podcamp 7
Building a Digital Buzz
- 10.12 Pittsburgh Business Technology Conference
Digital PR, 2.0

My Specialties

Microsoft Office		Adobe Suite	
Google Analytics		HTML	
Ominiture		ContactLab	
Magento		Adwords	
Salesforce		CJ - Affiliate	

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Where I've worked

15 - Acer | U.S. Ecommerce | San Jose, CA

- Joined during year three of e-commerce channel implementation for global brand with directive to strategically grow revenue thru downstream marketing executions, data interpretation, and process implementation & streamlining, reporting directly and working closely with the V.P. of U.S. Marketing.
- Demand Gen responsibilities included quarterly planning on campaigns, execution and deliverable management both internally and with agency vendor.
- Strong focus on SEM and Affiliate channels. Focused on growing traffic in a scalable manner maintaining focus on conversions maintaining a KPI for ROI.
- Consistent focus on data-driven site analysis. Includes consumer buying habits - category, seasonal, and demographically. Building the customer story from the data and recordings of Customer Service contacts to consistently improve site performance and various channel optimizations.
- Managed executions within partner parameters to maintain compliancy, both on web assets as well as sites.
- Managed budget allocations in the \$5MM range with an annual revenue generation in the \$10MM range.
- Work cross-functionally with teams in various locals throughout the US as well as EMEA teams. Strong collaborations built guiding both global brand alignment, global brand process efficiencies, and global website integration rollouts.

13-15 Safeway [on-site representative for PureRed Agency] | Digital Project Manager | Dublin, CA

- Internal Vendor on-site with Safeway, a Fortune 100 retailer in the grocery industry. Strong focus on cross-functional teamwork with various levels of key stakeholders, in addition to multiple business units and external Safeway vendors. Integrated and constantly improved work flows to streamline projects and maximize efficiency amongst the various teams.
- Milestone and execution deadline met percentage at 95%, always budgeting for and allocating resources properly and communicating consistently.
- Working with both the Ecommerce and Portal Management platforms, gained experience in HTML, CSS, JS, Geo-target coding within a CMS System (teamsite). Additionally, provided training and exposure on UX and UI design with a focus on ADA compliancy.

11-13 Day Automotive Group | E-Commerce & Digital Marketing | Pittsburgh, PA

- Founded integrated marketing department, uniting 8 brick-and-mortar locations carrying 11 brands throughout a large geographic area, each brand with a unique and specific target demographic.
- Established inbound marketing techniques, starting the transition away from outbound marketing techniques and reallocating budgets in a way more consistent with the trends of digital at the time.
- Daily data analysis, always focusing on utilizing the budget and improving cost per acquisition costs, with an ultimate goal of budget reduction via increased brand awareness and reduction in outbound marketing efforts.
- Executive presentations on digital analytics, overall strategy and market analysis held monthly.

08-11 Paralegal | Duquesne Law Student | Pittsburgh, PA

- Worked Full-time as paralegal while attending the evening program at Duquesne Law School.
- Ultimately left program prior to graduation to start a new career path I found a passion for.