

# Elise M. Smith

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## EXPERIENCE

- More than 10 years in niche e-commerce management: DTC, B2B, B2C, SEO, SEM, creative development, analytics, email marketing
- More than 15 years of merchandising across retail and eCommerce spectrum: Shopify, SAP Hybris, Magento, Proprietary CMS & ERPs
- More than 15 years in retail/e-commerce: customer service, inventory control, management, merchandising & sales
- Certifications: Dynamic Yield Personalization, Algolia Search Engineering Basics, Google Analytics (GA4)
- AI Prompt Master - Research and utilize AI tools for images, content and coding assistance
- Digital database creation and maintenance for SKU generation, file name scheme and organization
- Creation, implementation & management of branding guidelines and SOPs for daily operations in multiple departments
- Exceptional conflict resolution, customer service, communication & leadership skills
- Extremely organized & capable of multitasking: projects, products, teams & time management
- Fast learner and quick to adapt to new coworkers, environments, responsibilities & tasks
- Very strong work ethic, self-starter, team-oriented, professional & welcoming demeanor

## EMPLOYMENT

### **Mgr eCom / eCommerce Specialist | C.R. Laurence, Co., Inc. | Vernon, CA | January 2023 – May 2026**

- Webmaster/designer for CRL US (English & Spanish), CRL CA (English & French), and USH: create, optimize and maintain landing pages; update content, homepage, navigation, and category pages; manage search engine and on-site search optimization; work closely with the dev team to identify and test website enhancements for UI/UX, bugs and site optimization
- Collaborate and coordinate with third party vendors to research, implement, review and report on SEO strategies
- Coordinate, train and lead UAT and regression testing sessions for full site launches and new feature upgrades
- Successfully managed the business-side implementation and testing to launch Algolia search tool ahead of schedule
- Primary team member responsible for researching, implementing and modifying SEO strategy to deliver more than 100% organic impression growth in the first YoY report since Hybris site went live
- Maintain MoM growth above the target 25% for organic impressions without dropping below a 3% non-branded CTR
- Utilize Adobe Creative Suite, Figma, Google Ads, Google Analytics, Google Search Console, Bing Webmasters, Microsoft Clarity, Moz Pro, SEMRush, and SimilarWeb to support, track and maintain website health
- Utilize Jira and SmartSheet for interdepartmental collaboration on projects and website maintenance

### **Graphic / Web Designer, Photographer & eCommerce Manager | WCT Products, Inc. | Marina del Rey, CA | March 2014 – January 2023**

- Manage e-commerce across multiple websites & Amazon.com, delivering year-over-year growth and nearly doubled 2018 sales over 2017
- Photograph still images and shoot videos for product, lifestyle and promotional images on location and/or using in-house studio lighting
- Edit product images in Photoshop and create feature-rich ad copy that appeals to technical or less-informed customer bases
- Built and updated wctproducts.com and spoolmaster.com in Dreamweaver using HTML, CSS, Javascript/JQuery and FTP
- Overtook duties of webmaster: site maintenance, web designer, web analytics, coordinated mass mailings, SEO & SEM
- Design marketing materials using Illustrator & InDesign for print, web, large scale/trade show displays and other media outlets
- Research, budget, make purchases and coordinate with vendors to meet project deadlines and various customers' needs
- Manage internal and external communications including marketing, social media, product data sheets, sales reports and websites

### **Communications Coordinator | CircAid® Medical Products, Inc. | San Diego, CA | August 2011 – December 2012**

- Managed internal and external communications including marketing, social media, press releases, case studies, sales reports and website
- Designed marketing materials using Illustrator & InDesign for print, web, large scale/trade show displays and other media outlets
- Photographed product and models wearing product then edited photos in Photoshop for in-house and marketing campaign use
- Built/maintained digital database to fulfill requests for up-to-date print or online marketing, product information and sales materials
- Created technical medical documents: directions for use (DFUs), distributor materials, product packaging, garment heat transfers
- Overtook duties of webmaster: site maintenance, web designer, web analytics, coordinated mass mailings, sales portal and Intranet
- Worked with multinational foreign distributors to translate DFUs and product guides into multiple languages

### **Assistant Merchandising Manager | Genica Corporation (Geeks.com & Evertek.com) | Oceanside, CA | May 2007 – August 2011**

- Managed up to six writers and two photographers; responsible for all creative content and technical specifications posted online
- Planned and held weekly writers meetings to increase throughput while reducing error rates and profit loss
- Edited product images in Photoshop and created feature-rich ad copy that appealed to technical or less-informed customer bases
- Proofread, edited and approved all ads with images posted to Genica's websites, along with Amazon & numerous third-party distributors
- Researched, developed and implemented strategies to improve Search Engine Optimization (SEO) and site traffic
- Set and maintained Standard Operating Procedures (SOPs) for quality control in Merchandising department
- Created SOPs for Inventory Control, Product Testing & Receiving departments after proven success with Merchandising SOPs
- Daily coordination of multiple departments to meet shipping and inventory needs on tight deadlines

## EDUCATION

### **B.S. in Visual Communications | Ohio University | Athens, OH | Graduated June 2004**

- Studied Advertising, Business, Commercial Photography and Graphic Design