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Personal Summary

I'm seeking a new and challenging managerial position, one which will make the best use of my existing skills while furthering my professional development. My areas of expertise include the following:

- Staff development & training/team leadership
- Data & analytics tracking/projecting/reporting
- SEO, PPC, social media, email marketing, CRM
- Process improvement and procedure development
- Supply chain & product management
- Domestic/international transport & logistics

Employment History

NOMI Beauty, *Senior Director of Operations* New York City, NY, Sept. 2017 - Jan. 2018

- Oversaw comprehensive operations to optimize efficiency and productivity — including report generation, resource allocation, and budget administration.
- Effectively controlled costs and developed operating budgets over cross-functional teams.
- Teamed with department managers to develop and execute operational SOPs for the planned multi-city launch.
- Facilitated timeline while tracking, reporting, and delivering regularly-scheduled management presentations.
- Implemented a customer service programs that directly increased customer satisfaction from the mid 70% to over 94% as measured by an independent survey.

Dean Street Society LLC, *Business Manager* Brooklyn, NY, Oct. 2016 - Aug. 2017

- Spearheaded the strategic growth plan through launch audits, evaluations and submission of multi-quarter business plans resulting in an increase of ROI by 57%.
- Assisted in developing the marketing and sales funnel campaigns based on current digital marketing trends and previous launch KPI metrics.
- Closely monitored the progress of project objectives, timeliness, and budgets utilizing Asana, G-Suite, Ontraport, Stripe and other tools as necessary for proper status reporting.
- Worked directly with production coordinators to ensure effective project management (e.g. develop timelines, set priorities, identify risks and process implementation).

Dejavu Boutique Inc., *Head of E-commerce and Digital Content* Brooklyn, NY, Feb. 2015 - Oct. 2016

- Rebuilt website using e-commerce platform Shopify and basic HTML/CSS skills to oversee quality assurance and final UX testing.
- Increased online revenue by 216% within the first year using brand development strategies.
- Created a multi-network inventory system integrating online and brick-and-mortar shops to maximize allocation.
- Took and edited all product photos and online media content using a Canon Mark III and edited all content using Photoshop & Lightroom.

Google Shopping Express, *Field Operations Manager* New York City, NY, Sept. 2013 - Feb. 2015

- Improved store operator efficiency operational and technical procedures using beta Google Analytics extensions, QoS and KPI metrics.
- Partook and led beta testing for 22 stores throughout Manhattan and Queens in operational and technical procedures prior to their launch.
- Liaised with top vendors developing and implementing standard operating procedures prior to projects launch.

Education

LaGuardia Community College, *Business Administration and Management* Queens, NY, Aug. 2007 - Jan. 2009

Selected Professional Achievements

- Established new logistics protocols saving \$55,000+ in the last quarter of 2012 in shipping & receiving costs.
- Served as manager to a national webstore that averaged a monthly gross of \$1.6 million.
- Created, implemented and managed customer activation campaigns and loyalty programs that increase ROI and retention.