

CATALINA CORREA

E-COMMERCE AND CREATIVE PRODUCTION

New York, NY | 954-850-5686 | catalinacorrea24@gmail.com | catalinacorreaclaruccio.com

EDUCATION

Florida State University

Tallahassee, FL

Bachelor of Science in Information, Communication, and Technology
Cum Laude Honors

WORK EXPERIENCE

Manager, Digital Marketing and Creative Production

January 2024 – Present

The Apparel Group / New York, NY

- Lead and manage team of creative professionals including designers, copywriters, interns.
- Oversee the entirety of creative production process for all ecommerce content, print materials, and digital assets, from concept development to final delivery – ensuring all projects are completed on time and within budget.
- Ideate, organize, and art direct ecommerce, lifestyle, and catalog shoots for each monthly product delivery.
- Conduct model castings, book photography, studio, props, and hair/makeup providers for each shoot.
- Plan and create email campaigns on Klaviyo across 2 in-house brands.
- Increased email open rate by over 5% and email CTR by over 2% in first 30 days.
- Create, manage, and report on all email campaigns and flows.
- Manage, optimize entirety of Foxcroft website on Shopify. Perform monthly product uploads for each new collection.
- Assisted in creation of brand guide, in-home catalogs, quarterly postcards, and other print materials..

E-Commerce Account Manager, Contract (6m)

June 2023 – Dec 2023

The Cardamome Consulting Group / Remote

- Stay on top of accounts, making sure Amazon Seller/Vendor storefronts are up to date, Shopify/Wordpress storefronts are up to date, email/SMS marketing campaigns are made, Google ads are made and within their budget, etc.
- Generate progress reports for clients and senior leaders within the organization.
- Monitor and analyze website performance metrics to identify areas for improvement.
- Identify content creation needs for monthly or seasonal campaigns.

Web Design Manager & E-Commerce Business Coordinator

February 2022– June 2023

Zesty Paws / Remote

- Managed DTC team and content including web, mobile, email, video, and print for the Zesty Paws brand and 3 other sub-brands of parent company (H&H Global).
- Exceeded SMS and email revenue goals by a weekly average of 41% on Klaviyo and Attentive.
- Project managed and designed new Shopify website (zestypaws.com) increasing sales from \$2 million to \$6 million.
- Achieved a 74% YOY growth on DTC website from 2022 to 2023.
- Managed and optimized all email workflows and campaigns, sent to 95,000+ subscribers.
- Managed Chewy e-commerce storefront, assisted with Amazon e-commerce storefront.
- Maintained vendor relations, created/ submitted new product spreadsheets to vendors, oversaw inventory, managed new product launches.

Marketing Coordinator & Web Designer

June 2021 – March 2022

Prepory / Davie, FL

- Increased monthly website traffic from 23,000 to 35,000 visitors in two months through user experience optimization.
- Created, managed, and optimized social media campaigns, blogs, newsletters, emails, and SEO ranking.
- Sourced influencer partnerships with industry experts, wrote pitches and earned back-links in prestigious articles.
- Managed company website on WordPress using HTML and CSS as needed.
- Managed monthly and quarterly reports and presentations on Hubspot to present to CEO.
- Performed A/B testing to optimize website's bounce rate, social media post engagement, email marketing activity, etc.
- Worked closely with sales team to combine data and logistics with creative strategy.

SKILLS

- Project Management
- Attention to Detail
- Problem Solving
- Leadership
- Native Spanish speaker, conversational French
- Website Design/Management
- Email/SMS Marketing
- UX/UI Design
- Social Media Management

Certifications

- Foundations of Data Analytics – Google Course Certificate.