

CATALINA CORREA

E-COMMERCE AND CREATIVE PRODUCTION

New York, NY

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EDUCATION

Florida State University

Tallahassee, FL

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

WORK EXPERIENCE

Creative Production Manager

September 2024 – Present

The Apparel Group / New York, NY

- Lead and manage team of creative professionals including designers and other creative staff.
- Oversee the end-to-end creative production process of 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 delivery.
- Conduct model castings, book photography, studio, props, and hair/makeup providers for each shoot.
- Translate business and marketing objectives into compelling creative that is visually exciting, easy to understand, and emotionally engaging, while ensuring all content meets brand guidelines.

Digital Marketing Manager

January 2024 – Present

The Apparel Group / New York, NY

- Plan and create email campaigns, briefs to 400,000+ customers on Klaviyo across 2 brands.
- Manage creative strategy for both Foxcroft and Enro brands. Build and schedule 13+ emails/week on Klaviyo.
- Increased brand's 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, averaging \$5k in revenue per flow/week and \$50,000+ in campaign revenue/week.
- Manage team of 1-3 people at any given time, train and work with interns and freelancers.
- Manage, optimize entirety of Foxcroft website on Shopify. Perform monthly product uploads for each new collection.
- Assist in creation of brand guide.

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.
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SKILLS

- Project Management
- Attention to Detail
- Problem Solving
- Leadership

- Website Design/Management
- Email/SMS Marketing
- UX/UI Design
- Social Media Management

Certifications

- Foundations of Data Analytics – Google Course Certificate.