

Donee' Damore

Digital Marketing & Ecommerce

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PROFILE SUMMARY

As a seasoned digital and eCommerce marketer, I have successfully become an expert in helping brands successfully sell within the online space. A well-rounded leader, problem solver and team player, who has successfully managed direct and cross-functional teams. Focused on utilizing analytics, data and insights for the planning, measurement and optimization of content and campaigns to drive demand, acquisition, and retention.

SKILLS

PROFESSIONAL SKILLS

Digital Strategy/Planning | Social Media | Email Marketing | SEO/SEM | Display Advertising | Retail Media | Digital Marketing Analytics | Public Speaking | Decision Making | Project Management | Problem Solver | Collaborator | P&L | Budgets

TECHNICAL SKILLS

Amazon Seller & Vendor Central | Amazon Advertising | Meta | Shopify | Klaviyo | Microsoft Office 365 | Slack | Google Suite | Teams | Zoom

WORK EXPERIENCE

AMAZON MARKETPLACE DIRECTOR (Part-time Contract)

Copy Workshop/Koope | Remote | March 2014 - Present

- Consultant with small businesses on setup and management of products on Amazon Seller & Vendor Central.
- Responsible for the setup and management of product catalog (Vendor Central and Seller Central).
- Develop and manage content for PDP listings (includes A+ content) and stores.
- Analyze sales data to determine how best to optimize for success.
- Create and execute promotional plans including coupons and sponsored product campaigns to drive awareness and conversions, resulting in 15% conversion rate and a \$3.65 ROAS.

CLIENT SUCCESS MANAGER, PARTNERSHIP ACCELERATION

Flywheel | Remote | April 2023-October 2023

- Oversight across Retail Media, Content, Insights and Analytics, deploying best practices to bring a cohesive approach to two global CPG clients, which improved cross-functional team engagement by 50%.
- Partnered with the insights team on the development and execution of in-depth MBRs and QBRs reporting on market share and digital shelf performance which strengthened the client relationship.
- Supported the education and training of client ecommerce teams on the new Flywheel Commerce Cloud digital commerce analytics platform to acquire adoption and yearly contract renewal.

RETAIL STRATEGY DIRECTOR

Bold Strategies | Remote | March 2021- September 2021

- Account lead strategically managing client relationship for a CPG confectionary company with a \$13 million-dollar retail media budget, to drive online grocery sales.
- Led eCommerce strategy and execution for the redesign of a DTC website (Shopify) for a large premium pecan farm.
- Partnered with Media Director on the strategy, planning, execution and analysis of search and display advertising for Amazon and grocery retail media (Instacart, Walmart, Kroger, Target, Albertsons and Ahold) which lead to a 15% decrease in CPC and a 20% increase in ROAS.
- Wrote creative briefs, collaborated with creative team and project managed the development and execution of display advertising, sponsored brand advertising, animated videos, and brand stores.

BRAND/MARKETING DIRECTOR

Sommers Family Specialties | Chicago, IL | January 2017 – March 2019

- Developed an integrated marketing launch plan to drive awareness and purchase in-store and online for a new CPG food condiment, which drove 100% awareness and \$20,000 in sales the first 3 months.
- Planned and executed Amazon and Social Advertising to promote and drive awareness for MustKetch, resulting in a 50% sales lift.
- 35% increase in social media engagement thru the creation and management of all social content and channels.
- Setup and management of Amazon Seller Central account including product pages, promotions, brand store, invoicing, payments, and FBA inventory/shipping.

SR. ACCOUNT DIRECTOR

Epsilon | Chicago, IL | June 2015 – April 2016

- Strategically led client relationship on the day-to-day management for BP Fuels which led to a 90% client satisfaction rating.
- 15% increase in email engagement thru the analysis of email marketing and CRM data used to develop segments and personalized one-to-one content.
- Created a 2016 Q2 online consumer loyalty promotion to drive awareness for the new BP Invigorate fuel to increase purchase which resulted in 95% loyalty engagement.

CLIENT SERVICES DIRECTOR

Iris Worldwide | Chicago, IL | March 2012 – May 2014

- Partnered with American Intercontinental University, Hewlett-Packard, and SAP; to plan and develop strategies to solve complex direct marketing challenges through award winning integrated marketing programs that combined strategic insight, team leadership and digital savvy.
- Served as Digital Lead and SME on all digital and marketing automation engagements which contributed to a 30% increase in new business revenue.
- Increased organic growth by 25% and effectively managed the P&L of client accounts resulting in yearly revenue of over \$3 million.
- Successfully led and grew account team from 7 to 13.

DIGITAL STRATEGY DIRECTOR

SGK | Chicago, IL | January 2011 – September 2011.

- Partnered with existing retail clients in the development of digital marketing solutions and roadmaps to solve complex business challenges and convert new customers.
- Collaborated with account and creative teams to develop engaging digital strategies for Sears and Kmart Back-to-School campaigns which aided in a 30% increase in sales.
- Utilized Simmons, eMarketer, Mintel, In-Store Marketing Institute, research and analytics to provide insights and POVs for the development of digital strategies and new products (i.e., video, eCatalog, eCircular, mobile and web-based applications, and email marketing).
- Successfully trained 10 account management and production staff on digital marketing channels thru creation of a detailed and highly effective 6-week training program.

DIGITAL MARKETING CONSULTANT

Donee' Damore Consulting | Chicago, IL | October 2009 – January 2011.

- Freelance consultant working with small brands on the development and implementation of digital marketing roadmaps and projects.
- Revised ecommerce website thru analysis of UX, SEO, content, and check out functionality and implemented inventive solutions that increased site traffic and conversions by 60%.
- Developed innovative digital and social media advertising strategies in addition to client-centric media plans for \$2MM+ budgets.
- Revised Google paid ad word campaigns focusing on keyword relevancy which increased Clicks and CTR by 40%.
- Creation and management of all social media content (Facebook, Instagram, LinkedIn, Pinterest, and Twitter) thru Sprout Social, which resulted in an increase of engagement by 400%.

VOLUNTEER EXPERIENCE

LEADERSHIP EXPERIENCE

May 2015 – June 2021

Council Member | Heartland Mobile Council, Chicago, IL

VOLUNTEER EXPERIENCE

October 2009 – March 2014

Level 2 Dog Town Volunteer | Paws, Chicago, IL

EDUCATION

BS, ADVERTISING | Ferris State University, Big Rapids, MI

(Acquired a 4 year degree in 2.5 years)

PROFESSIONAL DEVELOPMENT

COVEY LEADERSHIP TRAINING - C4 CORE PROGRAM

July 2013

CONTRACT & FREELANCE

ACCOUNT DIRECTOR

The Marketing Store | Remote | July 2022 – October 2022

- Established and maintained a strong relationship with Mitsubishi After-Market clients for the execution of Digital, CRM (Email/SMS), and Loyalty campaigns resulting in 100% client satisfaction.
- Successfully managed cross-functional teams on the seamless execution and delivery of strategy and creative projects, which led to meeting deadlines 95% of the time.
- Created and implemented project plans via Smartsheet and worked closely with the account lead, strategy and creative teams on timing and resourcing.

DIGITAL PROJECT MANAGER

Claire's Stores | Remote | October 2021 – June 2022

- Global partner with Integrated Marketing, eCommerce (DTC/Amazon) and creative team on the development and execution of all seasonal campaigns and digital marketing projects.
- A/B testing of email subject lines and offers to provide relevant content to customers which improved engagement by 15%.
- Developed a project management process to streamline workflow which increased productivity by 25%.
- Revised Asana project setup which increased stakeholder engagement by 65% and greatly improved approval process of creative projects.

DIGITAL MARKETING MANAGER

Cleveland Avenue | Chicago, IL | September 2019 – February 2020

- Led content development for all digital marketing communications (eCommerce website, email and social) utilizing consumer insights to drive awareness and demand for Taste 222.
- Owned monthly online analytics (email, social, website and social advertising) to acquire insights on the channels and content that drove the highest engagement and how best to optimize for success.
- Planned and executed social media content calendar which led to a 15% increase in followers' month-over-month.
- Created targeted paid social media thru Facebook Business Manager, ads increased awareness by 50% and converted 25% of reach.

DIGITAL MARKETING MANAGER ITW | Glenview, IL | March 2019 – September 2019

- Owned the creation, execution, and optimization of digital marketing to drive awareness and consideration with construction pros.
- Setup and execution of targeted paid social advertising for product promotions which resulted in a 20% increase of in-store visits.
- Monthly ROI analysis of digital media campaigns and recommendations for optimization which resulted in a 30% increase in click through rate, store location searches and foot traffic.

ACCOUNT DIRECTOR (contract maternity backfill)

Geometry Global | Chicago, IL | July 2016 – December 2016

- Strategic management of Unilever client and \$11mm budget for the development and execution of omnichannel marketing campaigns to drive online and in-store sales at Walgreens.
- Achieved 100% client approval on the 2017 Walgreens shopper marketing plan for three categories.
- Partnered with on-line and in-store media vendors to develop and execute campaigns to reach the shopper demographic.
- Effectively managed and mentored two Account Executives and one Account Supervisor.