

# LAURA DOUGLAS

*E-Commerce, Amazon, and Digital Marketing Expert*

Based in Los Angeles, CA



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## PROFILE



*I am a crafter of solutions. Overcoming challenges and finding innovative ways to move forward is my passion. Everything that I do reflects both past experience and creative thinking to find novel ideas that set businesses and brands apart.*

*E-Commerce is an exciting, constantly changing arena where great success can be built. To ensure that I can be part of this success, I never stop learning. I am continually searching for new ideas and strategies to stay on the forefront of e-commerce.*

## EXPERIENCE

### ADVERTISING MANAGER

*Lift Sales and Marketing / April 2021 - Present*

- Management of Amazon advertising accounts for 1p and 3p clients, including market research and strategies, campaign implementation, and ongoing optimization.
- Regular drafting of reports of progress on KPIs, strategy execution, and recommended budgeting.
- Data analysis to determine KPI goals, targets, and other strategies for success.
- Development of agency processes, such as standardized reporting, implementation of software, and team collaboration.

### SENIOR PAID ADVERTISING MANAGER

*Creata / Feb 2020 - July 2021*

- Managed and optimized 25 advertising accounts on Amazon, Facebook/Instagram, and Google, with advertising spend exceeding \$3 million annually.
- Conducted market research and analyses to build strategies for success in e-commerce around paid advertising platforms.
- Audited and optimized factors that influence advertising, such as landing pages, product listings, keyword utilization, and more.

### E-COMMERCE & AMAZON SELLER CONSULTANT

*Freelance / March 2017 - Present*

- Work with individuals, businesses, organizations, and agencies to develop and implement effective strategies for internet-based sales, with a specialization in the Amazon sales platform.
- Consult, educate, strategize, and implement work in a broad range of e-commerce and Amazon tactics. For instance: market research, launch planning, product listing and website optimization, paid advertising, omnichannel marketing, supply chain management, customer service, growth strategies, and more.

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## EXPERIENCE CONTINUED

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### CHIEF MARKETING OFFICER

*Fountainhead Marketing Engineers / March 2019 - Feb 2020*

- Development and implementation of strategies to build and grow Amazon and e-commerce businesses, utilizing the resources of a full-service digital agency.
- Interfacing with account managers, copywriters, PPC managers, and case managers to determine and best serve client needs.
- Establishing agency processes and personnel, including account onboarding and audit processes, software usage, pricing models, team structures, and interviewing and hiring.

### DIGITAL BRAND MANAGER

*Brand Hut / May 2015 - March 2017*

- Aid in development of brands on Amazon and other e-commerce marketplaces using digital marketing strategies and product management.
- Brainstorm and implement strategies for increased product discoverability and conversion, including Amazon advertising.
- Development of a product review platform to gain TOS-compliant reviews for client products.
- Inventory management/logistics and customer service management.

### E-COMMERCE ASSISTANT MANAGER

*S3B Capital / June 2014 - May 2015*

- Management of day-to-day operations of Amazon web store.
- Editing Magento and Volusion web stores. Conducting product photography and photo edits on Adobe Photoshop.
- Coordination of shipping department and full inventory management. Interviewing and training shipping associate employees.
- Creation and maintenance of Google Shopping Feed for Google Adwords. Utilizing Google Analytics to assess sales channels, conversion rates, and bid strategies.
- Product sourcing to locate up-and-coming and established brands with high sales potential and strong ROIs. Negotiating pricing and selling terms.

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## EDUCATION

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### MASTER OF SCIENCE - MS, MARKETING

*Florida International University / 2018 - 2019*

### JD PROGRAM

*American University / 2011 - 2012*

### BSW - SOCIAL WORK AND PSYCHOLOGY

*Chatham University / 2007 - 2011*