

LAURA DOUGLAS

E-Commerce, Amazon, and Digital Marketing Expert

Based in Los Angeles, CA



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SUMMARY



- Graduate level education in Digital Marketing, Law, Supply Chain Management and Logistics
- 11 years of experience in Amazon Seller Central (3p) and Vendor Central (1p)
- Extensive experience in full ownership of accounts, from high level strategy development to reporting and data analysis to day-do-day management tasks
- 10 years of experience in managing and growing multi-million dollar Amazon Advertising accounts, including PPC and DSP

EXPERIENCE

MANAGER OF AMAZON SALES OPERATIONS

ThinOptics / February 2023 - Present

- Achieved 60% YoY revenue growth of 10-year Amazon account in 2023.
- Improved 2023 YoY advertising sales revenue over 4x, with an increase in annual ROAS to 3.39 and a 20% improvement in overall conversion rate.
- Management of day to day sales, advertising, and business needs on Amazon Vendor (1p), Amazon Seller (3p), and Walmart Seller accounts.
- Full management of Amazon sales operations, including inventory management, troubleshooting, strategy development, promotional planning, SEO and graphic optimization, competitor tracking, and more.
- Regular reporting and data analysis to locate actionable insights and provide updates to CEO and COO.
- Utilization of software to obtain advanced Amazon data, including Helium 10 and Pacvue.
- Management of Amazon sales team, including hiring, training, supervising, process building, and task delegating.

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, such as 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

ADVERTISING MANAGER

Lift Sales and Marketing / April 2021 - July 2022

- 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.

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.

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EXPERIENCE CONTINUED

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.

EDUCATION

CERTIFICATE - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Modesto Junior College / 2021 - 2022

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