

Alyshia D. Bestard

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Profile:

A dynamic and creative commerce marketer with high caliber promotional planning, content production, social media, email marketing, ecommerce management, and general project management experience. With a master's degree and 5+ years of relevant work experience would bring a unique skill set of skills and work ethic to your company.

Education:

Doctor of Philosophy (ABD; incomplete): Sociology (September 2008 – 2012)
University of Waterloo, Ontario

Master of Arts: Sociology (September 2006 – August 2008)
University of Waterloo, Ontario

Bachelor of Education: Primary-Junior Division – Faculty of Education (2004 – 2005)
University of Western Ontario: London, Ontario

- Recipient of the Practice Teaching Excellence in Primary-Junior award (June 2005)
- Additional Qualification Course: French As A Second Language –Part 1 – Faculty of Education, University of Western Ontario: London, Ontario (July 2005)

Bachelor of Arts: Honors Sociology (September 1998 – April 2002)
• King's University College, University of Western Ontario: London, Ontario

Work Experience:

Things Engraved Inc, Kitchener, Ontario

April 2017 - July 2018

General Manager of Marketing & E-Commerce

Reporting to the CEO with 11 direct reports (3 within marketing, 2 within sales and customer service, 5 within production, and 1 business development lead), successfully "wears multiple hats" and leads a large team within multiple departments. Responsible for all promotions and marketing in 90+ retail locations across Canada which includes creating new promotional campaigns for all corporate-owned retail locations that change every 4-6 weeks. Recently managed the project to move the \$1M+ ecommerce business onto the *Shopify Plus* platform which included an extremely customized solution due to the personalized nature of this gift business.

Dickies Canada, Cambridge, Ontario

August 2016 – March 2017

Digital E-Commerce Assistant Manager

Implemented and executed a Q4 email marketing strategy which resulted in a 147% e-commerce revenue increase (from email marketing alone) over the previous year.

Responsible for website merchandising, email marketing, graphic design, and content creation.

Reported on traffic, sales, and revenue analytics gathered from Google Analytics, Listrak, and DemandWare and created action plans for improvements.

Aterlo Networks, Waterloo, Ontario

April 2016 – August 2016

Marketing Co-Ordinator - B2B Dealer Channel

Responsible for increasing third-party sales through the B2B dealer channel.

Responsible for all online and print marketing through the dealer channel including: email marketing, content marketing, blogging,

video-training, webinars, direct mail-advertising, graphic design, online advertising, and B2B account management.

Things Engraved Inc., Kitchener, Ontario

2011 – 2016

Things Engraved is a medium-sized chain with 105 retail locations across Canada offering customers engravable gifts and awards. Providing Canadians an online shopping experience to personalize unique awards and gifts online.

E-Commerce Manager

May 2014 – March 2016

Reporting to the Operating Manager and with 1 full-time direct report, responsible for developing digital marketing campaigns, e-commerce strategy, and social media marketing.

Professional Accomplishments

- Project manage enhancements to the e-commerce website which resulted in an e-commerce sales increases of 28% over the explosive previous fiscal year. During the last fiscal year ecommerce sales were up another 20% under my leadership.
- Innovate, design, and execute online marketing campaigns to boost e-commerce sales & create brand awareness.
- Responsible for growing & maintaining email list and all email marketing content.
- Analyze and report on website traffic, customer acquisition, keyword use, e-commerce sales etc. using *Google Analytics*. Responsible for all Google AdWords and display campaigns.
- Develop ideas to grow e-commerce sales against projected sales targets. Manage a monthly budget for e-commerce & social media marketing spending.
- Provide stellar customer service to web customers through online chat, email, and telephone.
- Responsible for weekly blog posts on compelling & brand specific topics.
- Recruit, hire, train, & manage full-time social media employee. Oversee the company's entire social media presence including Facebook, Twitter, Instagram, LinkedIn, Google+, Google Places, Pinterest, and Yelp.

Corporate Sales, E-Commerce, & Social Media Coordinator

April 2012 – April 2014

Reporting to the Marketing & Merchandising Manager and with 4 full-time direct reports and 4 part-time seasonal direct reports, responsible for developing corporate marketing campaigns, e-commerce strategy, corporate sales as well as ensuring high quality order fulfillment.

Professional Accomplishments

- Project managed complete e-commerce website overhaul, which resulted in an e-commerce sales increases of 94% over the previous fiscal year.
- Increased direct corporate sales by 80% over the previous fiscal year.
- Assisted in increasing retail corporate sales by 28% over the previous fiscal year.
- Managed a staff of 2-4 employees who worked to fulfill personalized orders for both e-commerce and corporate sales. Managed one full-time social media employee.
- Oversaw the on-going management of the *Things Engraved* social media presence.

Social Media Specialist

November 2011 – May 2012

- Grew Facebook following by 9,000+ new "likes" in 19 months.
- Grew the Things Engraved direct e-mail list by more than 200% in 19 months.
- Started a blog (using WordPress) and began engaging customers on Twitter and Pinterest.
- Responsible for creating online marketing campaigns from concept design to implementation.
- Responsible for analyzing website and social media statistics and presenting results.

University of Waterloo, Waterloo, ON

2006 – 2011

Teaching Assistant; Sociology Department*September 2006 – December 2011*

- Assisted in university courses by co-coordinating online courses, meeting with students, grading tests, exams, essays, and assignments.

Research Assistant; History Department*January 2009 – February 2011*

“The History of Obesity from 1920-1980”

- Designed a qualitative study for gathering life histories from 30 respondents on a sensitive health issue: obesity. Responsible for research design, ethics application process, interviewing, transcription, and thematic coding of the data.

Avon Maitland District School Board

April 2007 – June 2008

Supply Teacher

- Responsible for filling in the absence of the regular classroom teacher (grades K-6)

American Creative Academy, Kuwait City, Kuwait

September 2005 – June 2006

Kindergarten Teacher

- Implemented a kindergarten program for students of English as a second language.

Alyshia.Com, London, ON

1996 – 2011 Full-Time & Part-Time

Webmaster

- My own business which created and maintained websites. Conducted intense Internet research prior to design. Designed websites from scratch and using templates; including graphics and maintaining each with regular updates

Interests: traveling, website design, writing, painting, games, cooking/baking, poker