

MICHELLE MEHRJERDIAN

Atlanta, GA | 678-641-6761 | michellemehrjerdian@gmail.com | michellemehrjerdian.com

May 2022 – Current Digital Merchandising & Marketing Manager | Parallel - Cannabis MSO

- Maintain responsibilities listed under eCommerce Merchandiser role
- Spearheaded testing and UAT sessions for eCommerce platform migration, ensuring seamless integration with Jane & Dutchi platforms.
- Orchestrated the migration of multiple websites onto a unified platform (Webflow), streamlining operations and enhancing user experience.
- Led the launch of targeted e-mail campaigns, resulting in a significant boost in storewide promotional sales and an average AOV of \$80-115.
- Owner of Jane Brand portal, ensuring accurate product details, imagery, and descriptions, and managing the "Specials" carousel for promotions.
- Manage blog content and implemented SEO best practices, collaborating with an SEO contractor to improve search rankings and traffic.
- Developed and implemented a reporting strategy for Alpine IQ, training a marketing associate in its use.
- Acted as interim Project Manager for the Creative team during a maternity leave, overseeing task assignments, critical deadlines, and project progress.

Jan 2021 – May 2022 eCommerce Merchandiser | Parallel - Cannabis MSO

- Executed cross-category merchandising placements, including homepage banners, landing pages, and product messaging, contributing to a 12% total site conversion rate and an AOV of \$101.
- Conducted user testing experiments and evaluated feedback to enhance site functionality and user experience.
- Managed customer reviews, leveraging them for social posts and improvements to customer experience and product enhancements.
- Assisted in the creation of a new naming convention for all Florida products, contributing to a more streamlined and organized product presentation.
- Proactively addressed site and inventory issues, collaborating with cross-functional teams for prompt resolution.
- Developed strain abbreviation badges for Florida Strains, enhancing the overall customer shopping experience.

Aug 2018 – Jan 2021 Merchandising Marketing Specialist | Purchasing Power - eCommerce

- Managed the daily production and management of site category banners and marketing campaigns, ensuring alignment with promotional activities.
- Optimize site merchandising and product recommendations based on personalized user behavior through Certona
- Enhanced the customer shopping experience by optimizing internal site search performance through Unbx and driving online conversion through the development of category-specific content.
- Collaborated with creative and merchandising teams to develop creative briefs for site content and product launches, tracking project status, and ensuring effective communication across teams.
- Maintained monthly reports related to onsite performance, utilizing Adobe Analytics for insights.
- Utilized SAP Commerce SmartEdit (CMS) for building and editing templates with content and images.
- Demonstrated proficiency in optimizing category pages, developing brand store pages, and executing landing pages tied to campaigns and promotions.
- Collaborated with creative team to update visual navs across all categories in order to improve online merchandising of the site

Aug 2014 – July 2018 Marketing Coordinator & Designer | Bull Realty - Real Estate

- Supported a team of fifteen commercial real estate agents with creative design material to market and acquire listings



EDUCATION

University of Georgia
Bachelor of Science in Family and Consumer Sciences
Graduate of 2013
Major: Consumer Journalism
Minor: Spanish
Hope Scholarship Recipient

CERTIFICATIONS

Nielsen Norman Group:
UX Certified; Specialty in Interaction Design
Hootsuite: Social Media Mktg

CONTINUING EDUCATION

General Assembly:
Digital Marketing 101
2 Credit Hours | 7/27/17
Visual Design
32 Credit Hours | 10/2-11/29/17
UX Design Bootcamp
6 Credit Hours | 1/20/18
HTML/CSS Bootcamp
6 Credit Hours | 3/17/18

SKILLS

eCommerce Platforms
Jane, Dutchi, Magento, Certona, WooCommerce, Unbx, SAP Commerce SmartEdit (CMS)
Tools
ClickUp, Workfront, Slack, Trello, Bynder Digital Asset Management
Design
Webflow, Adobe (Photoshop, InDesign, Illustrator, XD), Sketch
E-mail Marketing
Alpine IQ, MailChimp
Microsoft Office
Word, PowerPoint, Excel, Outlook, Teams
Languages
English, Spanish

HOBBIES

Atlanta United FC: Founding member & season pass holder
ATL Sports & Social: Co-ed recreational soccer player
Live music
Hikes with my dogs, Peanut & Smurf!