

MICHELLE MEHRJERDIAN

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May 2022 – Current **Manager, Digital Merchandising & Marketing - Parallel**

- Maintain responsibilities listed under eCommerce Merchandiser role
- Participated in testing and UAT sessions for eCommerce platform migration
- Assisted with migration of multi set websites to be nested on a single platform
- Launch targeted e-mail campaigns tied to promotions to segmented audiences, including loyalty, using Alpine IQ. Promotional emails generate an average of \$115-\$200K and have generated up to \$850K on storewide promotional sales with an AOV of \$80-115.

Jan 2021 – May 2022 **eCommerce Merchandiser - Parallel**

- Manage featured site content programs and cross-category merchandising placements for all markets including setting up landing pages, homepage banners, PDP messaging, formatting blog posts, create/test/scheduling e-commerce promotions, and launching new products; eCommerce performance generates 12% of total site conversion rate with an AOV of \$101
- Conduct user testing experiments/evaluate feedback for site enhancements
- Manage customer reviews for products. Share reviews with appropriate teams for social posts/improvements on customer experience & product enhancements.
- Assisted with creation of new naming convention for all Florida products
- Escalate site and inventory issues with cross functional teams when site functionality is not working as expected
- Created strain abbreviation badges for all Florida Strains to appear on PLP page to elevate customer site shopping experience

Aug 2018 – Jan 2021 **Merchandising Marketing Specialist - Purchasing Power**

- Responsible for daily production and management of site category banners and marketing campaigns as well as maintaining planning calendars
- Enhance customer shopping experience by optimizing internal site search performance through Unbx
- Optimize site merchandising and product recommendations based on personalized user behavior through Certona
- Participated in testing and UAT sessions for Certona implementation
- Assist in driving online conversion through optimization of online category pages and development of category specific content, including brand store pages and landing pages tied to campaigns & promotions
- Work collaboratively with creative and merchandising teams, developing creative briefs for site content & product launches, tracking status of projects, ensuring communication to relevant cross-functional teams, and quality assurance of assets on site
- Maintain monthly reports related to onsite performance of category banners and brand store pages using Adobe Analytics; Optimized category banner tagging in order to improve reporting capabilities
- Build and edit templates with containers of content and images through SAP Commerce SmartEdit (CMS)
- Worked 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**

- 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

Magento, WooCommerce, Dutchi, Certona, Unbx, SAP Commerce SmartEdit (CMS)

Tools

ClickUp, Workfront, Slack, Trello

Design

Adobe (Photoshop, InDesign, Illustrator, XD), Sketch, Webflow

E-mail Marketing

MailChimp, Alpine IQ

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!