

MICHELLE MEHRJERDIAN

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May 2022 – Current
Jan 2021 – May 2022

**Manager, Digital Merchandising and Marketing - Parallel
eCommerce Merchandiser - Parallel**

- Responsible for shaping and executing digital merchandising strategies across our web properties
- Manage featured content programs, new product launches and cross-category merchandising placement
- Plan, coordinate, and execute merchandising to drive customer traffic to our emerging brands
- Manage site content for all markets (Florida - WooCommerce, Massachusetts- Magento, and Pennsylvania - Webflow) including setting up landing pages, formatting blog posts, scheduling e-commerce promotions, and launching new products. Collaborate with cross-functional teams to deliver on time, quality site content.
- Assist with conducting user testing experiments and evaluating user feedback for site enhancements
- Participated in testing and UAT sessions for all phases of migration to Magento ecommerce platform from WooCommerce
- Manage customer reviews for products in all markets. Share reviews with appropriate teams for social posts and improvements on customer experience and product enhancements.
- Assisted with creation of new naming convention as well as updating all products in our Florida market to align with new naming convention
- 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. Badges included abbreviation of strain with strain type underneath and are all color coordinates to align with strain type.

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 site content and functionality to improve user experience, maximize customer conversion, and drive direct sales across all devices
- 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 all phases of Certona implementation
- Assist in driving online conversion through optimization of online category pages and development of category specific content, including landing pages and brand stores
- Owner of brand store launches and updates as well as product launches
- Work collaboratively with creative and merchandising teams, developing creative briefs for site content, 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)
- Assist with quality control on site efforts for all marketing campaigns
- Request and QC of new promo codes on a biweekly basis
- 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 primarily using Adobe InDesign, Illustrator and Photoshop
- Created standard brochure InDesign templates for all sectors
- Managed all social media accounts including Facebook, Twitter and LinkedIn
- Uploaded marketing and property listings onto preeminent real estate websites that provide service to prospective tenants in search of available commercial space
- Created campaigns and sent email blasts to potential clients, primarily using Mailchimp



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

July 27, 2017

Visual Design

32 Credit Hours

October 2-November 29, 2017

UX Design Bootcamp

6 Credit Hours

January 20, 2018

HTML/CSS Bootcamp

6 Credit Hours

March 17, 2018

SKILLS

eCommerce Platforms

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

Tools

ClickUp, Workfront, Slack, Trello

Design

Adobe Photoshop, InDesign, Illustrator, XD; Sketch

E-mail marketing

MailChimp

Microsoft Office

Word, PowerPoint, Excel, Outlook, Teams

Social Media

Hootsuite, Facebook, Twitter, LinkedIn, Instagram, Snapchat

Languages (Fluent)

English, Spanish

HOBBIES

Atlanta United FC Founding Member & Season Pass Holder
Soccer in the Streets player
Live music