

CATALINA CORREA

MARKETING, ECOMMERCE, AND DESIGN

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EDUCATION

Florida State University

Bachelor of Science in Information, Communication, and Technology
Cum Laude Honors

WORK EXPERIENCE

E-Commerce Coordinator – Shopify and Chewy

Jan 2023– Present

Zesty Paws / Remote

- Upload and manage products in Shopify eCommerce platform and Chewy eCommerce platform
- Plan product collections, pages, content updates and featured SKUs, based on inventory requirements
- Contribute to strategies that help achieve sales and conversion growth
- Optimize site operations and identifying areas of improvement
- Manage reporting and tracking of KPIs and business goals and conduct A/B testing.
- Identify sales trends, stay up-to-date with the capabilities of technology partners, third parties and solutions in the market
- Create and publish new product launches, promotions, sales opportunities

Web Design Manager

March 2022– Present

Zesty Paws / Remote

- Developed creative strategies and assets for DTC team including web, mobile, email, video, and print for the Zesty Paws brand and 3 other sub-brands of parent company (H&H Global).
- Created all digital assets using Adobe Cloud Applications (Photoshop, Illustrator, etc.)
- Exceeded SMS and email revenue goals by a weekly average of 41% with optimization of all automated workflows.
- Project managed, designed, and maintained new website (zestypaws.com) which increased web sales from \$2 million in the previous year to a projected \$6 million in the current year.
- Managed and optimized all email workflows, created email assets, and built email templates sent to 93,000 subscribers.

Marketing Coordinator & Web Designer

June 2021 – March 2022

Preproy / Davie, FL

- Increased monthly site traffic from 23,000 visitors to 35,000 visitors in two months through knowledge of UX/UI design.
- Created, managed, and optimized social media campaigns, blogs, newsletters, emails, SEO ranking, etc.
- Sourced influencer partnerships with industry experts, wrote pitches and earned company back-links in prestigious online articles.
- Managed company website on WordPress using HTML and CSS as needed.
- Used data analytics skills to make monthly and quarterly reports on Hubspot CRM to present to CEO and Founder.
- Created 40+ landing pages, created and tracked UTM's, created email workflows and sequences via Hubspot.
- Performed A/B testing to optimize website's bounce rate, social media post engagement, etc.
- Worked closely with sales team to combine data and logistics with creative strategy.

Marketing and Communications Manager

October 2019 – July 2022

Cayer Behavioral Group/ Tallahassee, FL

- Increased social media following by 30% in 6 months.
 - Created all merchandise, stationary, etc. for Cayer Behavioral Group and sub companies.
 - Hired and trained interns from local university to assist with social media management and design.
 - Planned and executed annual company wide events for 90+ employees.
 - Managed press, sourced partnerships, researched applicable awards and nominations for the company.
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SKILLS

Technical: Wordpress, Shopify, Chewy Adobe applications, UX/UI design, Figma, HTML, CSS, Foundations of Data Analytics Google course certificate.

Personal: Trilingual (Spanish, French), time management, organization, project management, leadership, team player, ability to meet deadlines, attention to detail.