

# Chloe Chavez

## Contact

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📍 Dallas, TX

## Education

### Bachelor of Business Administration

Mcombs School of Business at The University of Texas at Austin, December 2009

### Concentration in Marketing

Minor in Advertising

### Hispanic Business Student Association Vice-President

## Skills

E-commerce

Web Advertising

Branding

Coordination

## Systems

### Web

Wordpress, Woocommerce, Stripe, Constant Contact, Google Adwords, Google Analytics, Amazon Prime Seller

### Social Media

Facebook, Instagram, Twitter

### Design

Adobe Indesign, Illustrator, Photoshop

### Desktop

Microsoft Office Word, Excel, PowerPoint

## Work Experience

### Associate Manager | WAR-LOK January 2016 - April 2018

Led initiative to increase trucking and intermodal security lock sales by optimizing web exposure using multiple platforms, leveraging current key customers, and improving a business to business outreach program.

- Changed marketing mix to fill revenue gap caused by B2B purchasing dip, grew previously stagnant B2C sales by 19%
- Increased returning visitors by 64%, which accounted for 54% of online sales during year two of newly launched Wordpress e-commerce website
- Generated an additional \$10,000 in web sales within first quarter of launching new product category structure
- Added Amazon Prime Seller account as sales channel and grew its income to ~\$102,300 by its second year
- Improved onboarding process and communication for reseller program
- Delivered weekly posts and advertisements across three social media platforms
- Introduced and contributed to website's blog
- Participated in industry trade shows as participant and attendee

### Web Marketing Specialist | Republic Manufacturing June 2014 - April 2018

Managed online store to optimize sales for vacuum and blower manufacturer.

- Produced functional e-commerce site by correcting broken links for several hundred front-end product pages to back-end accounting/inventory system
- Optimized dozens of online files, providing correct and easy-to-read data to customers
- Contributed to marketing teams first distributors conference event
- Introduced company blog, contributed as editor and writer

### Marketing Coordinator | Republic Manufacturing January 2014 - June 2014

Executed monthly promotions to stay top-of-mind. Created collateral as needed by internal departments to ensure quality assurance. Established newsletter and contributed to social events to foster employee morale.

### Marketing Consultant | steveramz creative August 2012 - October 2013

Generated architecture, written content and visual concepts for client websites.

### Outreach Coordinator | Health Management Systems March 2010 - August 2012

Charged with reaching growth quotas for government health insurance assistance programs (HIPP, CHIP, ADAP) for several different state clients.

- Expanded program knowledge and participation by creating *Partners in Growth*
- Delivered web and print material, and in-person presentations to *Partners*
- Generated pre-qualified candidates via proprietary database, produced custom mailers for each segment and reported acceptance rates for future efficiencies
- Contributed to formally written proposals to obtain new business

### Marketing Coordinator | OrgSync Incorporated January 2009 - March 2010

Focused on increasing user adoption of student organization management platform, facilitated on-campus promotions, created help desk content and other community content.