

Debbie Guirand

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Portfolio: <http://dgui1985.wix.com/debbieg>

CROSS-CHANNEL DIGITAL ECOMMERCE STRATEGIST

Summary

Over seven years fashion brand development and project management in major retail environments. Strengths include creating real time business decision making processes to create proper action. Proven ability to maximize website traffic, market share and revenue. Hire and manage team members. Areas of expertise include:

- Digital product/project management: versed in .Com, mobile, tablet and social environments from a design and technical standpoint, ecommerce operations, real time customer segmentation, process improvement, web analytics, planning from patterning to concept kick-off, flight and maintenance, writing web briefs and campaign hind sighting
- Efficiency management: consistently evaluating work-flow by organizing and executing changes, creating and maintaining timelines, QA and issues tracking
- Team leadership: proven track record of cross-functional leadership through understanding team dynamics and cultivating relationships and development of direct reports

Employment

UNIQLO Fast Retailing, NY, NY 2012 - Present

Digital Manager

Provide leadership, strategic direction and management for all Search Marketing including Paid Search, Search Engine Optimization (SEO), Comparison Search Engines, and Display Advertising. Responsibilities included growing channel revenue through online and integrated marketing efforts and management of digital agencies. Additionally provide key brand stories/product messaging and timelines suited for all channels. Work cross-functionally with International teams to share brand assets across site, web and social properties.

- Drove 25% of December ecommerce sales by launching Uniqlo App for IOS and Android; resulting in a conversion rate of over 18%, 6x better than desktop.
- Localized existing core marketing campaigns based on relevancy to the US market to define consumer messaging strategy to maximize results
- Email capture activity for new store opening ended with a total of over 42,000 emails 140%to the target.
- Increased site traffic by over 35% in January vs 2012 via campaign optimization by evaluating and redefining past strategies.
- Conceptualize, develop and implement highly successful digital lookbooks for desktop that generated 4.30% of total revenue from June-October 2014 averaging out to 4.57% ecommerce conversion rate.

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VICTORIA'S SECRET DIRECT, NY, NY 2007-2012

Ecommerce Digital Content Producer, Internet Creative Services (freelance from 2007-2011)

Oversaw PC and mobile initiatives: managed direct reports, design, copy and development. Worked closely with cross-functional partners to execute strategies and deploy site enhancements. Evaluated emerging digital trends.

- Increased sales, decreased cart abandonment rate and increased time spent on site by proposing and executing enhanced site navigation: established KPI parameters for A/B testing
- Increased efficiency of review process by evaluating existing process, identifying pain points and working with Copy to be more efficient
- Involved in replatforming of CMS: recommendations for feature enhancements to reduce overall bounce rate
- Established calendar for mobile site launches

J.CREW/MADEWELL.COM 2007-2008

Ecommerce Analyst, Freelance

- Redefined product page functionality: ability for consumers to select color and view on image, enhanced zoom functionality, improved product recommendation layout.

HOME MAGAZINE, HACHETTE FILIPACCHI MEDIA NY, NY 2005 – 2007

Marketing Manager

Championed marketing programs and general business solutions, served as a lead member of a cross-functional business team accountable for all business decisions and P&L.

- Developed and execute key marketing programs under budget and reduced spend per program
- Spearheaded successful management of sponsored events such as Shelter Awards and Kitchen & Bath Awards in 2006

G+J USA/MEREDITH PUBLISHING 2003-2005

Associate Marketing Manager, Corporate

Managed all merchandising programs to include print, digital media, broadcast, PR and events. Successfully launched and executed piloted program with CHILD and Parenting magazines for sensory friendly screenings with mothers & babies via a successful partnership with AMC theaters resulting in a 2 year program renewal.

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MARIE CLAIRE MAGAZINE, NY, NY 2002 – 2003

Sales & Marketing Coordinator

Assisted with the implementation of special events for advertisers to include fashion in-store/retail events and brand representation at trade shows such as Project NY.

ELLE MAGAZINE, NY, NY 2000 – 2002

Sales Assistant

EDUCATION

Long Island University Brooklyn, NY B.A., Journalism

PERSONAL DEVELOPMENT

International School of Jewelry & Design, NY, NY 2013

Fashion Design, 3rd Ward Brooklyn, NY 2011-2012

SKILLS

Programs/Platforms: Content Management Systems, Coremetrics and Google Analytics, Word Press, Photoshop, InDesign, PowerPoint, Excel, Word, Outlook, Facebook, YouTube, Twitter, Instagram, Tumblr, Pinterest, Vine, Snapchat, LINE.

Languages: Basic HTML5, XML, CSS, IOS and Android in-app, SEO optimization.

Photo Shoot: Stylist management, model selection/hiring.