

KRISTEN SWENSSON

Hi Team! If you're looking for a data obsessed team member then the hunt is over (it's me!). I thrive on breaking down complex problems, prioritizing use cases, and designing a solution. My goal is to drive conversion, average order value, revenue per session, email signups, create A/B testing, and develop a detailed and actionable analysis. I love looking through the lens of the customer and defining a best in class experience. I'm looking forward to introducing myself!



CONTACT

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📍 Dallas, TX
Open for relocation

WORK EXPERIENCE

Wayfair Boston, MA / 1 year 2 months

Site Merchandiser (Upholstery) Jan 2019 - Feb 2020

- Responsible for the customer experience for a \$385 million drop ship market – helping optimize the front-end site to give customers a best in class experience
- Worked with the custom upholstery team to test & optimize the user experience and site design by analyzing KPI metrics; and closing the gap from a top competitor perspective resulting in an YoY 7% lift to conversion
- Partnered with B2B customers to drive incremental business through customer engagement, retention, and maximizing existing relationships in terms of revenue generation
- Worked with the engineering team after identifying a data flaw specific to backend coding, that directly affected 35% of the catalog and reduced the return rate by 2%
- Responsible for SEO efforts – identifying revenue growth within high search terms, publicized SEO footers, creating RSA copy, redirecting pages, and optimizing traffic trends
- Responsible for onboarding and mentoring new employees and co-ops
- Founded an inaugural Spanish Program for Wayfair employees by partnering with external business Boston Area Spanish Exchange, generating over \$14K to their company while empowering employees to learn

Neiman Marcus Dallas, TX / 4 years 2 months

Senior Site Merchandiser (Jewelry & Accessories) Oct 17 - Sep 18

- Increased sales by 5% through strategic product and content positioning driven by data analysis, and a strong creative understanding specific to Jewelry, Sunglasses and Accessories
- Curated 100% of marketing efforts on all platforms from e-mail, social media and site exposure
- Reviewed and analyzed financial trends with the Financial Planner to better align marketing events with upcoming receipt shifts or financial challenges
- Hosted quarterly deep dive analysis meetings to beat competitive business, streamline upcoming inventory receipts, outline additional marketing support, reviewing and adjust current promotions and POS advertising
- Oversaw onboarding and directly managed the Site Merchandiser Coordinator tasks and responsibilities
- Partnered with 3rd party cloud computing company (Bounce Exchange) to help promote evergreen campaigns as well as executed a website testing plan to optimize website pages and reduce bounce rates
- Project manager for inaugural SEO based vendor project that helped improve overall SEO results by 80%
- Implemented site improvements by coordinating with product project managers, web developers, buyers, designers and other merchandisers

Assistant Site Merchandiser (Women's Apparel) May 15 - Oct 17

- Consistently beat critical deadlines while managing 7 buying offices on a 2:1 office to merchant ratio
- Launched trend related categories with an average general customer engagement monthly increase of 6%, targeting 2 million customers, prospecting 5 million Net customers
- Directed quarterly training sessions with buying offices to help streamline best practices and reduce the overall work load by 25% a week
- Successfully managed client relations with over 90 vendors
- Appointed by VP of eCommerce to lead job shadowing across 3 out of 4 channels
- Managed 100% of the product lifecycle from production to launch across 10 departments
- Central point of contact for site production, buying offices and management when identifying eCommerce system errors

Assistant Site Merchandiser (International) Aug 14 - May 15

- Presented a localized experience for desktop and mobile customers while focusing on top 5 International countries
- Responsible for upheld legal agreements with Vendors and Federal Trade Compliance
- Project manager for the International expense report – presenting Week over Week Sales to managers
- On-Call IT Support Specialist for 8 months
- Responsible for marketing efforts for homepage site content, emails, social media platforms, and International sales events

Live Nation Dallas, TX Jan 14 - May 14

Marketing and Promotions Intern

Nordstrom Dallas, TX June 11 - April 14

Sales Associate

SKILLS

Technical

- SQL
- Google Analytics
- Microsoft Excel/Google Sheets
- Microsoft PowerPoint/Google Presentation
- Jira
- Oracle
- Tableau
- HTML

Professional

- Leadership
- Fostering Innovation
- Managing Databases
- Financial Management
- Business Development
- Organization Strategies
- People Development
- Strategic Planning

EDUCATION

Bachelors of Applied Science Degree in Sociology with a minor in Psychology
Texas State University | 2014

Languages

- English - Native
- American Sign Language – Advanced
- Spanish – Beginners conversational