

Entrepreneurial-minded D2C expert with 18 years of experience in eCommerce, paid media, budget oversight, and digital strategy across a wide variety of industries, including fashion, fast casual, hospitality, and eSports. Proven track record in leading successful store and product launches and driving eCommerce growth. A strategic thinker adept at identifying and capitalizing on emerging trends to create innovative marketing solutions. Adept at fostering valuable partnerships and leveraging innovative approaches to enhance brand visibility and market presence.

**EMPLOYMENT
BACKGROUND****Foot Solutions**

Alpharetta, GA

Aug 2022 - Mar 2024

Paid Media, Senior Manager

- Managed an annual marketing budget of \$1.8 million, ensuring efficient allocation across various campaigns and initiatives.
- Developed and executed the Go-To-Market strategy for new store launches, successfully opening three stores in 2023 with comprehensive market analysis and targeted marketing efforts.
- Oversaw two eCommerce websites, generating \$1.6 million in annual revenue through strategic focus on new traffic acquisition and implementing a Key Performance Indicator (KPI) for a 2% conversion rate.
- Effectively executed all paid media efforts, including paid Search Engine Marketing (SEM) to a 4:1 ROI, paid social media campaigns, Connected TV (cTV), digital audio, Digital Out-of-Home (DOOH), key print publications, and strategic partnerships, to maximize brand visibility and ROI.

Smokey Bones BBQ

Plantation, FL (remote)

Sept 2021 - Aug 2022

Digital Marketing Manager

- Oversaw all media strategy and spend. Responsible for \$100K+/month media and digital spend across marketing channels including: SEM, programmatic display, paid social, radio, and CTV.
- Developed email marketing strategy, including list segmentation, automation programs, loyalty membership, and performance analysis.
- Managed & developed marketing campaign and content calendars to drive email, organic social, and SMS marketing.
- Project management of new brand launches including branding, web design, UX/UI, SEO, & e-commerce.
- Managed relationships and projects with our agency of record and external partners, including creative design, third party delivery, etc.
- Partnered with individual restaurant locations to increase in store dining, takeout, and delivery sales.

Pineapple Public Relations

Chamblee, GA

Mar 2019 - Sept 2021

Digital Marketing Manager

- Planned and executed all digital marketing campaigns for agency clients, including SEO/SEM, display advertising campaigns, social media paid & organic content, and vanity website presence.
- Drove revenue and lead generation growth for agency clients.
- Developed integrated marketing campaigns for agency clients including keyword generation, ad copy testing, bid management, landing page optimization, and paid social ads.
- Decreased bounce rate for client's website, Hotel Indigo Mount Pleasant, by 18.54% quarter over quarter using mobile UX optimization and content management.
- Led the digital & social team in strategy development, implementation, testing, and reporting.

Okabashi Brands

Buford, GA

Feb 2018 - Mar 2019

E-Commerce & Consumer Marketing Manager

- Drove direct to consumer sales and marketing for Okabashi Brands: Okabashi, Oka-B, and Third Oak.
- Developed brand strategy and implemented marketing automation (lead generation, email marketing) to optimize marketing efforts and ensure brand consistency across online marketing channels.
- Increased monthly e-commerce revenue by 60% over previous fiscal year.
- Responsible for \$20K+/month digital spend across marketing channels including PPC, PLAs, paid social, email, display, SEO, and affiliate marketing.
- Developed email marketing strategy, including list segmentation, automation, and performance analysis.
- Created and implemented social media strategy to grow new brand Third Oak's Instagram channel from launch to over 4000 followers in less than 9 months.
- Led development and creation of brand guidelines for all three Okabashi brands, including target audience identification, brand persona, and tone of voice.

MELISSA HWANG

Metropolitan Atlanta [in linkedin.com/in/melissafhwang](https://www.linkedin.com/in/melissafhwang) [✉ melissahcrane@gmail.com](mailto:melissahcrane@gmail.com) [📞 404.414.6425](tel:404.414.6425)

EMPLOYMENT BACKGROUND (continued)

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| Scuf Gaming | Johns Creek, GA | Feb 2015 - Jan 2018 |
| <i>Director of Digital Marketing</i> | | Jul 2016 - Jan 2018 |
| <ul style="list-style-type: none">- Oversaw global digital channels, marketing initiatives, content and reporting for the Scuf Gaming brand.- Drove decision making and key stakeholder alignment across internal cross functioning teams.- Developed and managed all Scuf Gaming websites to cultivate the highest quality user experience, digital media messaging with marketing and public relations campaigns to ensure consistency in strategy.- Increased monthly e-commerce conversion rate by 24% over a three month period by optimizing site navigation, checkout funnel and digital campaigns.- Led an internal team of UX designers, graphic designers and copywriters, as well as managed the relationships with external agencies through digital project strategy, design and execution. | | |
| <i>Digital Marketing Manager</i> | | Aug 2015- Jul 2016 |
| <ul style="list-style-type: none">- Managed the content, creative and user experience aspects of the Scuf Gaming websites.- Designed and maintained marketing campaigns with the Director of Global Marketing, driving customer engagement on brand's social media channels.- Managed all new product launches on the Scuf Gaming websites. | | |
| <i>Graphic Designer & Product Photographer</i> | | Feb 2015- Aug 2015 |
| <ul style="list-style-type: none">- Designed landing pages for company website.- Created product brochures, retail sales deck, and other marketing collateral.- Styled and photographed products for use on social media, web and print. | | |
| Dotdot Interactive | Johns Creek, GA | Dec 2007- Feb 2015 |
| <i>Creative Director & Owner</i> | | |
| <ul style="list-style-type: none">- Responsible for the overall quality of work produced by an interactive marketing company that provided creative solutions in areas ranging from web development to graphic design to commercial photography.- Created visual branding strategies for clients, implemented through logo & identity design, print, web design and photography.- Client list included: Yum! Brands (Pizza Hut), PepsiCo and Cheeseburger Bobby's. | | |

EDUCATION

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| Georgia Institute of Technology | Atlanta, GA | May 2007 |
| <i>Bachelor's of Science in Industrial Design</i> | | |
| <i>Certificate in Marketing</i> | | |

SKILLS

- Proficient in TradeDesk
- Expert in Adobe Creative Suite, HTML and CSS
- Marketing Automation (MailChimp), Personica, Fishbowl
- Google Ads and Analytics Certified
- CMS (Wordpress)
- Ecommerce Platforms (Shopify, Magento, Woocommerce)
- Fluent in Mandarin Chinese