

Naman Modi

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SUMMARY

Results-driven eCommerce and Digital Marketing Specialist seeking a challenging role to leverage experience across retail and digital products. Proven ability to drive brand awareness, generate leads, and increase revenue through innovative digital marketing strategies. Eager to contribute to a dynamic team and stay at the forefront of technological advancements.

RELEVANT WORK EXPERIENCE

Digital Coordinator | 7th Avenue Partners | Englewood Cliffs, NJ

Jan 2023 – Present

- Design and maintain corporate branding across various platforms, including apps, websites, logos, marketing materials, and retail merchandise for 7AVP clients
- Optimize online SKU presentation for new collections on the websites by coordinating with the headquarters team, ensuring 98% accuracy in inventory data and image availability
- Create a framework for aligning technology initiatives with strategic goals, facilitating the delivery of 10 major projects within deadlines; this approach streamlined workflows and improved overall project execution efficiency by 15%.
- Regularly update the CMS and Commerce engine to set up and maintain product information for new product launches, in partnership with Product Management teams.
- Conduct ad-hoc competitive analysis presentations to identify market trends, industry best practices and brand growth opportunities
- Develop and manage weekly newsletters, enhancing customer engagement and increasing CTR by 20%

Customer Marketing Analytics – Pearle Vision | Essilor Luxottica | New York City, NY

Sept 2023 – May 2024

- Led the Pearle Vision website enhancement project, addressing post-refresh content issues and filling resource gaps, which resulted in a 30% increase in user engagement and a 20% improvement in site performance.
- Analyzed daily marketing reports in Google Analytics to optimize online paid search and website traffic, boosting CPA, ROAS by 70% through enhanced audience segmentation
- Collaborated with eCommerce, Digital Product, Engineering, Marketing and Merchandising teams to plan and execute promotion and ad hoc initiatives.
- Managed and optimized website merchandising, enhancing product discoverability on US & CA websites, leading to a 50% reduction in update time and increased customer experience
- Developed and managed weekly newsletters, enhancing customer engagement and increasing CTR by 20%
- Enhanced company-wide processes and streamlined end-to-end workflow by collaborating with stakeholders, multiple Optical brands (Lens Crafters, Target Optical, Ray-Ban), and IT, reducing error rates from 12.7% to 1.2% through advanced data analytics and reporting tools.
- Conducted SEO audits and collaborated with Neil Patel Digital to implement marketing strategies, improving search engine rankings by 35% and increasing website visibility by 40%, driving 25% higher user engagement and a 30% increase in traffic.
- Resolved technical issues on social media platforms using Sprinklr, leading to a 40% increase in brand engagement and an 85% improvement in customer satisfaction.

Website Content Creator – Student Government Association | Rowan University | Glassboro, NJ

Sept 2021 – July 2022

- Designed and executed global social media strategy across 47K+ followers on Instagram, LinkedIn, Twitter, and Facebook
- Developed a content calendar, which increased IG page followers by 55% over one year
- Collaborated with teammates to analyze student data and launch marketing campaigns.
- Evaluated social media performance metrics to provide actionable insights and recommendations for continuous improvement, and advancing social performance by 4x times

Ecommerce Intern | Geeks God | Remote, India

Jan 2020 – Aug 2020

- Created an internal tool that accelerated e-learning product delivery by 30% by gathering requirements and coordinating with cross-functional teams.
- Implemented SEO and SEM strategies to improve search engine rankings and increase website visibility.
- Worked cross-functionally with 6 departmental teams, and the marketing agency for marketing campaigns, assets (banners, landing pages, video) for paid ads, expediting communication flow by 60%
- Analyzed user visits and drop-offs across 10+ website pages, optimizing the sales funnel and improving user retention by 25%.

SKILLS & INTERESTS

Digital Marketing Skills: WordPress, WIX, Shopify, SEO/SEM, PPC Advertising, Sprinklr, Mailchimp, SAP, Google Analytics, Google AdWords, Salesforce, Canva, MS Office, Visual Merchandising, Email/SMS Marketing, Project Management, Product Backlog Management, Yext, Reputation.com

Other Skills & Tools: JIRA, Tableau, PowerBI, Figma, Adobe XD, Miro, CX & UX research, Wireframes & Prototypes, MS 365, GIT, SADI, Adobe Creative Suite, SQL, HTML/CSS, Azure, Microsoft office, A/B & QA Testing, Confluence

Certifications: *Certified Scrum Product Owner – Scrum Alliance, Project Management Essentials – MSI, E-commerce and Digital Marketing – Google*

EDUCATION

Bachelors in Computing and Informatics, Rowan University, Glassboro, NJ

Dec 2022

- GPA: 3.73(Major), 4.0 (Cumulative); Magna Cum Laude and Honors Scholar
- Gold & Brown Scholarship – Selected as the top 1% among 10k+ student entrants based on grades, academic rigor, STEM scores, contributions and leadership in school and community activities, an essay, and a recommendation letter; received \$15K scholarship.