

HEATHER MCMILLEN

HELLO

COLLABORATOR. CREATIVE THINKER. DETAIL JUNKIE.

WHAT SETS ME APART



- Shamelessly passionate & unequivocally dedicated
- Divergent "out-of-the-box" thinker energized by innovative workplace cultures and emerging technological trends
- Highly motivated self-starter with a proven track record of achieving high-level, on-time results
- Natural collaborator with an insatiable craving for the evolution of processes and user experience

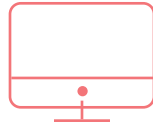
SAY HELLO. FOLLOW ME. GET TO KNOW ME.



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REFERENCES

Mary Katherine Alderman / Content Strategist
Republic Wireless
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Tisha Lowe / Manager, Operations & eCommerce
The Body Shop
Phone: 919.740.4390 // Email: tbakerlowe@yahoo.com

MY EDUCATION



2008 - MS: Industrial Technology
Graphic Communication Systems

2006 - BS: Graphic Communications
Concentration: Printing & Publishing

North Carolina A&T State University
Greensboro, North Carolina

MY EXPERIENCE

eCommerce Product & Search Optimization Analyst

Stock Building Supply / May 2015 - Present / Raleigh, NC

Lead full taxonomy and searchandising strategies for first-in-class building supply eCommerce launch of 40,000 skus. Provide functional leadership to the product content writers, ensuring that new products are deployed on the website accurately and on-time. Develop and maintain product content best practices that achieve consistency, uphold SEO strategies, and ensure accuracy. Manage internal search engine's relevancy and ranking algorithm, including attribute weighting, thesaurus entries, redirect rules and boost/bury overrides. Monitor success metrics and various KPIs reflective of internal search and periodically report out to key stakeholders. Work with developers to manage the back-end platforms and indices that power the onsite search experience, website taxonomy and product content delivery.

eCommerce Web Producer

The Body Shop / August 2012 - May 2015 / Wake Forest, NC

Create on-brand design concepts including product imagery, front-end development of responsive html & css templates, emails and promotional graphics to be used on 7 different websites to support North American e-Commerce markets for global beauty brand. Manage vendor relationships to support site enhancements and integrated marketing efforts. Shoot and edit product photography for websites, emails, and social media platforms. Lead user experience strategy and site design optimization by continually evolving the site's look and feel to create a branded, premier online shopping experience. Lead merchandising strategy and maintain online catalog of over 1,200 products, continuously optimizing catalog and landing pages to increase conversion rates.

Production Manager

evREwares Sticky Ties / March 2011 - August 2012 / Raleigh, NC

Direct accountability for the planning, execution and project management of new product conception and the design & implementation of new products. Successfully managed the entire print production process and ensured successful, on-time delivery of product to retail outlets and end customers. Worked proactively with vendors to ensure continuous improvement of processes and optimal production solutions for new and existing products, marketing materials, & design concepts. Developed & maintained eCommerce website and digital marketing efforts.

WHAT MAKES ME GIDDY?

