

Maureen Michas

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Proven leader with over 20 years of marketing, design, development, and user experience.

EXPERIENCE

DIRECTOR OF ECOMMERCE LiveTrends Design Group Apopka, FL | Nov 2021-Feb 2023

- Lead technical execution and strategy of all projects for Ecommerce department, including project scoping and overall planning in alignment with business needs
- Conducted competitive and SWOT analysis to determine ecommerce objectives
- Partnered with outside agency and internal teams to execute priorities, ensuring systems, processes, and ongoing enhancements are seamlessly integrated into SAP, the company's ERP
- Assisted with creating dynamic experiences that improve usability, anticipate user needs, and blend business needs with technological capabilities to deliver optimal customer satisfaction
- Grew online marketplace revenue 200% through our partner DVS programs (direct vendor supplier) including Amazon.com, Lowes.com, Target.com, Walmart.com, Faire.com, and Costco.com
- Trained and lead team on design sprint process and UI/UX best practices using Agile methodology to translate user needs and integrate them into actionable solutions
- Lead the marketing efforts for DTC campaigns, across all channels (web, social, email)
- Developed CRM automations for email marketing and lead scoring, including welcome series, cart abandonment, and loyalty program
- Monitored and evaluated media campaigns for ROI and used insights to inform conclusions and support decision-making
- Drove and managed content development – collected and communicated feedback and changes, organized and delivered assets, reviewed and ensured all feedback is incorporated and delivered
- Managed the ecommerce content for publication across all marketplaces, including writing and entering SEO-friendly text, images, and video-based content
- Documented user testing requirements, performed, and approved all test cases prior to deployment
- Developed customer service program to monitor and respond to customer inquiries, and provide first-class customer support
- Coordinated objectives and regularly communicated cross-departmentally with greenhouse operations, fulfillment, web development, product development, IT, finance, and marketing

DIGITAL EXPERIENCE MANAGER XYMOGEN Orlando, FL | Dec 2017-Nov 2021

- Developed the first user experience team for the company, an organization in the healthcare sector, recruited talent, and supported their growth through coaching, managing, and mentoring
- Drove all eCommerce design projects and communicated to stakeholders, ensuring UI/UX standards were met, and projects maintained in alignment with business needs
- Translated user data and insights into actionable creative strategies that drove business results and increased eCommerce revenue by 30%
- Grew eCommerce conversion rates to over 12% and an average monthly revenue of over \$8M
- Served as the administrator of the company BI tool (SAP analytics cloud) and created KPI dashboards and detailed reports for sales, operations, and the executive committee
- Collaborated closely and effectively with internal teams, including, executive management, operations, product development, clinical support, sales, customer service, SAP operations, marketing, and application development
- Coordinated in-clinic research to better understand the needs of our healthcare practitioners and translated those needs into new solutions including EMR (Electronic Medical Records) integrations
- Conducted training webinars for our practitioner customers, sales team members, and other internal departments
- Worked directly with vendor partners, created Requests for Proposals (RFPs), conducted vendor sourcing, and contract negotiation

LEAD WEB DESIGNER/DEVELOPER XYMOGEN Orlando, FL | Aug 2014-Dec 2017

- Served as the liaison between the marketing team and the web applications team
- Performed extensive research and user testing to create designs for eCommerce site that grew revenue over 75%
- Created compelling designs and performed all front-end development using the latest web standards
- Lead the creation of the auto-ship monthly subscription program, growing recurring revenues over 50% and helping patient compliance with regular product delivery
- Optimized site for search engines using html semantic elements, meta data, optimizing images, and created keyword-rich content
- Tracked and reported on site KPIs using Google Analytics and reported monthly to stakeholders
- Developed email marketing campaigns, automations, and landing pages using the latest technologies and ensuring cross-browser support

SALES & MARKETING DIRECTOR Mimi's Boutique Orlando, FL | Sep 2012-Feb 2014

- Planned and implemented marketing and product development strategies for 3 boutiques
- Oversaw advertising and promotion activities including print ads, online PPC ads, electronic media, television commercials, billboard promotions, social media and direct mail
- Evaluated market research and adjusted strategy to meet changing market and competitive conditions
- Established and maintained a consistent corporate image throughout all product lines, promotional materials, and events
- Prepared periodic sales reports showing sales volume, potential sales, and areas of proposed client base expansion
- Liaison between company and local press
- Maintained corporate website and email marketing campaigns
- Managed all social media content, blogging, and posts

EDUCATION

B.A. ANTHROPOLOGY UNIVERSITY OF SOUTH FLORIDA Tampa, FL 1993

SKILLS

MARKETING: competitive analysis, SWOT analysis, marketing strategy, CRM, SEM, SEO, email marketing, social media, data analysis, content creation

USER EXPERIENCE: UX/UI design thinking, information architecture, wireframing, storyboarding, user interaction flows, usability testing, UX research, interviewing focus groups/users, Agile

WEB DESIGN/DEVELOPMENT: CSS3, HTML5, JavaScript, Bootstrap, PHP, WordPress, WooCommerce, Magento Community, Umbraco, NopCommerce

SOFT SKILLS: excellent communication, prioritization, coaching, listening, attention to detail, managing budgets and timelines, delegating responsibilities, inviting feedback, presentation skills

SOFTWARE

Adobe Creative Suite, Microsoft Office, SAP S/4 Hana, SAP Business One, SAP Analytics Cloud, Google Analytics, Google Tag Manager, Google Optimize, VWO, SEM Rush, Active Campaign, Klaviyo, Zoho, Jira, Confluence, Asana, Monday

AWARDS

Employee of the Year | XYMOGEN | 2017

All-Star Team Member | XYMOGEN | 2015

Rookie of the Year | XYMOGEN | 2014