

# SHANA WHITMARSH

E-COMMERCE MANAGEMENT AND DIGITAL MARKETING

## PROFILE

### Name

Shana Whitmarsh

### Address

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Carlsbad, CA 92010

### Phone

858-525-2278

### Email

[ShanaWhitmarsh101@gmail.com](mailto:ShanaWhitmarsh101@gmail.com)

### Websites

<https://www.chromacor.com/portfolio>

<https://writers.work/wowshana>

<https://www.shanawhitmarsh.com>

## SOCIAL

 [facebook.com/shana.whitmarsh](https://facebook.com/shana.whitmarsh)

 [twitter.com/shanawhitmarsh](https://twitter.com/shanawhitmarsh)

 [linkedin.com/in/shana.whitmarsh](https://linkedin.com/in/shana.whitmarsh)

 [instagram.com/chromacor](https://instagram.com/chromacor)

 [pinterest.com/chromacor](https://pinterest.com/chromacor)

## PROFESSIONAL STATEMENT

My expertise is in integrated marketing strategy and implementation, e-commerce design and development. My skills include frontend design for websites, WordPress and e-commerce stores, content copywriting, online marketing and visual branding. I enjoy simplifying complex concepts for individuals and groups. I'm seeking a digital marketing or e-commerce management position.

## SKILLS

HTML 5, CSS 3, JavaScript, jQuery

Adobe Creative Suite, PowerPoint

BigCommerce, 3dCart, Shopify, WordPress

Balsamiq, Invision, Sketch/Lunacy

Facebook Ads, Google Ads

Google Analytics, Google Merchant

MailChimp, Campaign Monitor

Organic Social Media Campaigns

## EXPERIENCE

2013 - Present **Chromacor**

### *Digital Agency Creative Director, E-Commerce Developer*

- Initiated a responsive redesign and rebrand program that increased sales and average order value for several e-commerce websites.
- Created a drop-ship program that increased a client's sales by 750%.
- Increased sales by \$1.5MM per year with a booking system integration for a campground.
- Increased skincare line sales by 65% with targeted online promotion.
- Launched new products and technologies with unique visual branding.

2015 - Present **ClearSpace Aero**

### *Co-Founder, Director of Product Development*

- Co-Invented the future of aviation traffic management: a patent-pending AI autonomous vehicle traffic management system.
- Productized the technology for government and private sector verticals.
- Responsible for corporate branding, PR, product marketing.

1999 - Present **Whitmarsh Media Group**

### *Digital Marketing Consulting - Co-Founder, Digital Marketing Consultant*

- Co-created, designed, published and sold SheRips Digital Magazine, the first women's surfing online video magazine and social network.
- Co-created and designed the first automated content management system for a weekly online newspaper which won the 2001 and 2002 New England Newspaper and Press Association Award for Best Weekly Newspaper.

1998 - 2000 **Corbis**

### *Marketing Manager, PR & Events*

- Implemented After-Work Meetups that increased sales by 27%.
- Successfully pitched news and long-form articles local and trade press.
- Managed a \$150,000 division trade show budget, responsible for all trade show activity for 25 shows and events per year.

## EDUCATION

### **Bachelor of Arts**

The Advertising Arts College/San Diego, CA

### **Japanese Language Studies**

UCSD Extension/San Diego, CA