

Carly Seitz

SUMMARY OF QUALIFICATIONS

- Entrepreneurial with a self-starter attitude
- Familiar with the ever-changing digital landscape and technologies that shape consumer preferences
- Coding experience with HTML 5, CSS, Javascript, jQuery, NodeJS, Bootstrap, Tailwind, and more
- Fantastic writing and copy editing skills, especially for the Web
- Certified in Google Analytics
- Total boss with Excel
- Led efforts to create [a B2B e-commerce site](#) for an office furniture distributor

EDUCATION

- University of North Texas, graduated December 2016
 - Digital Retailing (B.S.), Merchandising (B.S.), Marketing (Minor)
- University of Texas Austin, November 2018-present
 - Web Development Bootcamp

EXPERIENCE

- **Head of Digital Strategy** April 2017-June 2018
Office Furniture Distributors, Carrollton, TX
 - Hired to help with basic site maintenance, but 3 months in, was asked to lead all web efforts
 - Strategize digital initiatives for B2B office furniture sales
 - Oversaw the successful launch of a new site utilizing Wordpress and WooCommerce
 - Responsible for negotiating contracts and costs for development, design, and marketing
 - Provide direction and help with implementation of digital initiatives to external agency
- **Social Media Account Manager** February 2017-April 2017
PinkCilantro, Houston, TX
 - Audit clients' digital presence and strategize digital marketing campaigns
 - Manage clients' social media accounts to drive engagement and extend reach
 - Lead photo shoots as photographer for various clients
- **E-commerce Intern** September 2016-December 2016
Razoyo, The Colony, TX
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 - Managed B2B and B2C retailers' product catalogs using Magento and Excel
 - Worked with Google Analytics to evaluate websites' performance and took measures to clean up reports
 - Used WordPress and YoastSEO to write and edit [blog posts](#) while optimizing for readability and SEO
 - Managed company's social media accounts with the help of HootSuite
 - Utilized Google Search Console to identify and resolve problems
- **Vintage Clothing Dealer** January 2011-August 2016
Houston and Denton, TX; online
 - Sold vintage clothing in-store, online (on Etsy and eBay), and as a wholesaler starting at the age of 17
 - Gained understanding of different planning and allocation strategies for e-commerce versus brick-and-mortar to better curate store assortments for different target markets
 - Gained experience with sourcing and buying while considering costs, values, and current trends
- **Editorial Intern/Journalist** January 2015-May 2015
CentralTrack.com, Dallas, TX
 - Wrote [stories/articles](#) for an online publication while utilizing SEO copywriting strategies
 - Made national news three weeks into internship with an [investigative report over Girl Scout cookies](#); it was picked up by [Fox News](#), [Time/Food & Wine](#), [Eater](#), and more
- **E-commerce Merchandising Intern** June 2014-August 2014
PFSweb, Allen, TX
 - Managed online storefronts of major retailers like L'Oreal, Starbucks, and more using Demandware
 - Took on a copy editing role for a client and took initiative to start a style manual for said client
- **Fitting Room Specialist/Sales Associate** August 2010-January 2011
Forever 21, Houston, TX
 - Along with fitting room team, devised a more effective way to keep track of customers' items over the dressing room limit, which was later integrated into other locations