**TERECEA G. GREEN**

Email: Terecea@yahoo.com **Location:** NYC **Cell:** 347-423-8783

**B.A Corporate Communications & Marketing, Baruch College**

**WORK EXPERIENCE**

**Bath & Body Works** REMOTE

*Product Analyst - CONTRACT* February 2024 – *Present*

* Owned the end-to-end project roadmap for the Data Analytics product team during an ecommerce redesign, driving cross-functional coordination and successfully launching the redesigned experience 2+ months ahead of schedule
* Leveraged strong technical and data expertise to clearly communicate findings and development progress to non-technical stakeholders
* Collaborated with stakeholders, developers, UX and analysts to define and prioritize user stories, ensuring alignment with business goals and accelerating feature delivery
* Created and maintained system documentation in Confluence, including training materials, process flows and project plans
* Extensive cross-functional Agile experience, collaborating with 2-3 teams weekly to manage and track multiple initiatives concurrently

**MACY’s INC** New York, NY

*Data Product Analyst* September 2022 – February 2024

* Leveraged Adobe Analytics to create dashboards that incorporate segmentation, calculated metrics and KPIs for in-depth analysis of A/B testing and overall site performance
* Conducted in-depth pre/post analysis and A/B testing to deliver actionable insights, driving product improvements within the transactional funnel, including shopping cart, checkout, gift registry and loyalty features
* Collaborated with Product, Engineering & UX team to build out OKRs, ideate, test and launch product features and increased personalization throughout website
* Collaborated with Product owners to create BRDS, epics and user stories to build out digital roadmap
* Maintained a constant pulse on health of the business & product by tracking KPIs to add to the development of a product vision and bring vision to fruition

**THE HOME DEPOT** REMOTE

*E-commerce Category Experience Analyst- CONTRACT* January 2022- June 2022

* Analyze customer information (external data, internal research, site behaviors, post-transaction data) to identify the most significant opportunities to improve the customer experience across categories
* Optimize customer experience merchandising, taxonomy, purchase path (search and navigation), data content, SEO and post transaction results
* Conduct standard and ad hoc analysis to identify key drivers of performance & recommend assortment decisions that will improve category performance and develop financial plans that reflect category changes

**PANDORA JEWELRY** REMOTE

*E-commerce Operations Coordinator* October 2020- December 2021

* Managed the Salesforce Commerce Cloud (formerly Demandware) Business Manager platform and oversee the daily website merchandising tasks on both US and CA sites and deliver in a timely manner
* Implemented, optimized and executed approved campaigns, including promotions and website, ensuring alignment with Americas and Global guidelines
* Optimized onsite search performance on a weekly basis, reducing no-result searches, improving product sorting within categories and search results pages, and setting up any A/B tests in Business Manager to gather insights and enhance conversion rates.

**Alexis Bittar (Brooks Brother Jewelry Division)** New York, NY

*E-commerce Content Coordinator* October 2018- September 2020

* Oversaw all PDP uploads relating to product set up, category management and merchandising, pricing, images, SEO tags & omnichannel fulfillment on Shopify+
* Daily site updates to current product including promotions, markdowns, curated content pages and merchandise
* Developed and managed KPI reports to track web trends and insights focusing on how changes can help improve and optimize campaigns, drive revenue and create brand loyalty
* Assisted in execution and maintenance of CRM experience and manage the customer care team through integrated e-commerce platforms such as Narvar, Zendesk and SAP
* Collaborated with Digital Marketing, Photography and Production teams to coordinate product samples for online content

**SKILLS AND ACHIEVEMENTS**

* Proficient knowledge of MS Office programs including but not limited to PowerPoint, Word and Microsoft excel
* Experienced in navigating a range of retail, CPG, ecommerce and marketing platforms, including Shopify+, Salesforce, Demandware, Zendesk, Asana, NetSuite and Narvar
* Adept in using analytical tools such as Tableau, Google Analytics, Omnibug and Adobe Analytics to derive insights and drive data-driven decisions.
* Familiar with project management tools such as Jira, Rally, Trello and Confluence for efficient project coordination and story execution