

Rohan Vora

Pepperdine Graziadio MBA Hopeful

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Highly analytical and driven entrepreneur with experience building e-commerce business from the ground up. 10+ years of experience in effective leadership, marketing, analytics, brand management, and sales, with excellent communication and interpersonal skills. Experienced in leading high-performing global teams with a demonstrated history of driving revenue and profit growth through digital marketing and the expansion of sales channels. Articulate communicator, natural leader, and organized manager ready to embark on an MBA at Pepperdine.

Skills

Entrepreneurial Leadership



Excellent

E-commerce CMS



Excellent

Brand Guideline Creation



Excellent

Digital Marketing Strategy



Excellent

SEO & SEM



Excellent

Data Analytics



Excellent

Work History

2019-05 - Current

Director of Digital Marketing

D.G.P.J., Inc., Los Angeles, CA

- D.G.P.J. is a parent company to a variety of B2B and B2C jewelry brands that sell across multiple 3rd party online marketplaces, such as Amazon
- 66% increase YoY in E-commerce Conversion Rate, 7.8% increase YoY in Average Order Value, 106% increase in Annual Revenue YoY
- 200% profit growth YoY
- Implemented an innovative strategy to utilize CGI setups, reducing photography costs by 50% and production time by 75%

- Implemented review aggregation program building customer loyalty and enhancing brand trust. Led to a 125% increase in revenue
- Provide key stakeholders with a comprehensive digital marketing growth roadmap including various e-mail marketing automations and audience segmentations, a new loyalty rewards program, a PPC strategy for Google Shopping, and increasing brand awareness through organic and paid social media
- Identify trends, areas of opportunity, scale and potential improvements to drive ongoing business vision and optimization
- Guide brand strategically by implementing Brand Guidelines, setting the standard across all digital touch points
- Leverage strategic partnerships with key players in the luxury brand industry
- Ensure new website design addresses customer needs while also reinforcing the flagship brand's authority in the luxury jewelry industry
- Manage global creative teams located in London, Australia, Spain, and Vietnam
- Design and implement a product description and copy creation website strategy for over 4,000 product SKUs and provide visual asset direction and production of over 100 graphics

2011-04 - 2021-09

CEO (Business Sold)

Oravo, Inc., Diamond Bar, CA

- Increased gross profit by YOY since company inception
- Directed a warehouse team to achieve an on-time order fulfillment percentage of 99.9%
- Drove sales channel expansion efforts resulting in 200% annual revenue increase
- Pursued e-commerce growth opportunities across marketplace sales channels which drove YOY annual revenue growth up to \$2.5 million
- Created end-to-end product management and 3rd party retail e-commerce marketplace strategy for a value-priced jewelry line
- Worked directly with 3rd party jewelry retail marketplaces to optimize e-commerce growth strategies
- Increased sales by conducting market research and capitalizing on product gaps within the market
- Increased revenue by strategically optimizing a 5,000+ SKU product catalog across dozens of top e-commerce marketplaces, including Wayfair, Overstock, Walmart stores, Walmart Marketplace, Menards, Newegg and eBay