

Rohan Vora

Pepperdine Graziadio MBA Hopeful

Address Diamond Bar, CA, 02093

WWW www.rohanvora.com

Phone (310) 779-2363

E-mail rohanvor@gmail.com

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
- Automated fulfillment and order processing procedures to maintain a 99%,

1-business-day fulfillment rate

- Established long-term and value-added relationships with buyers across all retail channels
- Achieved 10% conversion rate increase through better utilization of market and keyword research for online product feeds
- *Business sold in September 2021*

2016-08 - 2019-01

Co-founder

Karuna Apparel, Inc., Los Angeles, CA

- Co-founded sustainable active wear company built on the premise of people and environment before profits
- Sourced responsible U.S. manufacturing facilities ensuring fair labor practices
- Utilized a proprietary blend of fabric made from recycled plastic bottles
- Altruistic endeavors included building relationships with national non-profit charities and co-sponsoring charity events
- Leveraged social media influencer talent to build awareness by 35% in 3 months and drive revenue growth by 10%
- Successfully completed a private crowdfunding campaign vital to initial round of production

2011-06 - 2012-05

Management Consultant

McMaster-Carr Supply Company, Santa Fe Springs, CA

- Increased merchandising efficiencies by 30%
- Promoted 4 months after start date from trainee to Supervisor and Management Consultant
- Led 25 employees in the Supply Side department of the warehouse, conducted performance reviews, and made salary decisions
- Re-designed staffing model for 186 employees and mapped-out employee processes to identify bottlenecks and improve performance
- Conducted thorough reviews of operations to devise and deploy improvement strategies
- Effectively rolled out the production of software changes and training for the Santa Fe Springs branch to further optimize customer document requests
- Forecasted daily PO arrivals from suppliers based on a variety of statistical data
- Spearheaded a catalog optimization project to identify discrepancies/customer pain points between printed and digital catalogs
- Presented detailed department metrics at weekly meetings with upper

management

- Engaged in relationships with LTL carriers to understand PO arrival

2010-06 - 2011-05

Operations Manager

TeleSign Corporation, Marina Del Rey, CA

- Negotiated vendor pricing and terms saving over \$100k/month
- Developed marketing collateral and sales angles resulting in a 200% increase in leads
- Supervised the implementation of an LCR engine leading to a reduction in COGS by 8%
- Created and implemented new company processes
- Created and customized client pricing structures to forecast growth
- Continuously sought out new vendors while mapping out process flows to identify and change inefficiencies
- Created reports to assess a vendor's quality and rank them for the LCR engine
- Partnered with the Controller to construct a new billing module using financial performance ratios
- Implemented database management tools to streamline the Operations and Vendor Management Department
- Recommended sales strategies for improvement based on regular market research and competitor analysis

Education

2021-07

Social Media Marketing Certified

Hubspot Academy

2021-06

Inbound Marketing Certified

Hubspot Academy

2021-01

Mini-MBA: Digital Marketing

Rutgers Business School Executive Education

2019-08

Certificate in Disruptive Strategy

Harvard Business School Online

2010-05

Bachelor's Degree: Business & Administration

University of Southern California Marshall School of Business - Los Angeles, CA

- GPA: 3.64
- Dean's List
- Cum Laude

