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PROFESSIONAL SUMMARY

Highly focused and well-respected business professional and experienced entrepreneur with combining sales, marketing and business development expertise in highly competitive e-commerce markets. An unwavering commitment to customer service, with the ability to build productive relationships, resolve complex issues and win customer loyalty; solve problems creatively and use tact and diplomacy to find common ground and achieve win-win outcomes. detail-oriented team player energized by new challenges and able to adapt easily to fast-paced environments.

SKILLS

- Customer Service Management
- Project Management
- Accounts Receivable/Payable
- Operations Management *New Business Development
- Order Fulfillment
- Operations Management
- Business Communications *e-Commerce Solutions
- CRM Systems
- E-mail and Direct Mail Marketing Campaigns
- Story Development and Brand Management
- Strategic Marketing
- Creative and Innovative
- Web 2.0 Savvy
- Contract Management
- Vendor Sourcing and Negotiations
- Multi-Site Operations Expert
- Microsoft Office Suite expert
- Highly Organized
- Sales Pipeline Management
- Corporate Budgeting
- Web-Based Reporting Tools
- Product Development
- Online Marketing Strategies
- Competitive analysis
- Strategic Partnerships
- Customer Targeting
- Exceptional Communication Skills

WORK HISTORY

OWNER/OPERATOR, 05/2013 to Current

SHABBY ROSES, INC – EL CAJON, CA

- Planned and directed all functions of the company, ensuring efficient/effective utilization of corporate resources.
- Established and integrated the functional strategies of the company utilizing business expertise to reach financial/operational goals and objectives.
- Developed sales and marketing plans and programs for company.
- Analyzed market trends and statistics to determine potential of growth.
- Conducted competitor and keyword research to develop a plan to increase traffic to the e-commerce website through various SEO techniques.
- Oversee dispatching, routing, tracking and shipping activities to establish and maintain safe, prompt and

accurate delivery of products.

- Analyzed third-party data and investigated new growth opportunities.
- Directed product development using in-depth knowledge of vendor landscape and industry insight.
- Developed and implemented campaigns for email, online advertising, search engines and direct mail.

ADMINISTRATIVE ASSISTANT, 01/2000 to 01/2002

FIRST AMERICAN CREDCO – POWAY, CA

- Prepared, recorded, checked over and proofread correspondence, invoices, presentations, brochures, publications, reports and relevant material.
- Answered telephone and electronic enquiries and forwarded telephone calls and messages to appropriate persons.
- Set-up and upheld manual and automated information filing systems.
- Scheduled and verified appointments and meetings of managers.
- Compiled data, statistics and supplementary information to maintain research activities.
- Analyzed third-party data and investigated new growth opportunities.
- Worked with the communications team to drive internal promotion of company programs, initiatives, guiding principles and mission.
- Initiated market research studies and analyzed findings.

INSURANCE CUSTOMER SERVICE REPRESENTATIVE, 01/1999 to 01/2000

GEICO DIRECT – EL CAJON, CA

- Reviewed personal and commercial insurance policies and maintained Agency Management System.
- Handled cash, checks, credit card payments, claims, and billings and updated consumer insurance information.
- Calculated quotes and educated potential clients on insurance options.
- Effectively managed a high-volume of inbound and outbound customer calls.
- Accurately documented, researched and resolved customer service issues.
- Mastery of customer service management systems and databases.
- Met or exceeded service and quality standards every review period.
- Addressed and resolved customer product complaints empathetically and professionally.
- Effectively managed a high-volume of inbound and outbound customer calls.

ASSISTANT MANAGER, 01/1998 to 01/1999

ADVANCE AMERICA – EL CAJON, CA

- Reviewed operating results of center daily, weekly and monthly to identify areas of opportunity for increased profits and decreased expenses.
- Retained company standards as related to staffing, operations, marketing, collections and customer service.
- Maintained employee files and process all new hire paperwork according to company timeline.
- Led team in collecting Past Due, Non-Sufficient Funds (NSF), Write Offs, and perform field calls.
- Developed and rolled out new policies.
- Increased profits by 60% in one year through restructure of business line.
- Implemented marketing strategies which resulted in 12% growth of customer base.
- Supported Chief Operating Officer with daily operational functions.
- Analyzed departmental documents for appropriate distribution and filing.
- Recommended loan approvals and denials based on customer loan application reviews.

- Earned management trust by serving as key holder, responsibly opening and closing store.
- Recipient of multiple positive reviews acknowledging dedication to excellent customer service.
- Set up and explained new membership contracts.

EDUCATION

Diploma: 1998

El Capitan High School - Lakeside, CA