

# ERICA HARVEY

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## PROFESSIONAL SUMMARY

Results-oriented Ecommerce leader with nearly a decade of experience in driving revenue growth, optimizing site conversion, and spearheading strategic initiatives. Adept at leading cross-functional teams and leveraging data-driven insights to deliver innovative solutions that enhance customer engagement and drive business results.

*Multi-faceted retail executive with expertise in:*

Product Management – Data Analysis – Strategic Planning – Team Leadership  
Usability Testing – Process Improvement – Financial Management – Product Development

## EXPERIENCE

### The Vaan Group, NY

#### Ecommerce Strategist & Product Manager

2023 – 2024

- Collaborated with multiple clients to develop comprehensive ecommerce strategies aimed at driving site optimizations and new feature development, aligning with their business goals and objectives.
- Led conversion rate optimization (CRO) efforts by conducting in-depth user research and analysis, identifying pain points, and implementing targeted A/B tests solutions to enhance user experience and drive conversions.
- Developed and executed AB testing plans to validate hypotheses and iterate on website optimizations, resulting in measurable improvements in conversion rates and revenue generation for clients.
- Acted as a product manager, overseeing the end-to-end development process for new site designs, features, and optimizations, collaborating closely with project managers, designers, and developers to ensure timely and successful implementation.
- Played a key role in defining project scope, requirements, and deliverables, effectively translating client needs into actionable tasks for the project team, while adhering to timelines and budget constraints.
- Conducted regular performance analysis and reporting to track the effectiveness of implemented strategies and optimizations, providing clients with actionable insights and recommendations for further improvement.

### Slumberkins, WA

#### GM, Sr. Director of Ecommerce

2018 – 2023

- Achieved 40% year-over-year growth in Direct-to-Consumer (DTC) revenue through innovative e-commerce and marketing initiatives. Successfully drove new customer acquisition, optimized site conversion, and elevated customer retention for sustained and impactful growth.
- Achieved an outstanding 50% year-over-year growth in the Amazon business through a strategic blend of product development, optimization, targeted paid advertising, and effective off-platform tactics.
- Developed and launched a new subscription business to increase company market share and revenue; conducted market research, defined product requirements, created and oversaw execution of digital functional go-to-market plans.
- Implemented forecasting and demand planning strategies, setting channel expectations, driving accurate inventory management, optimizing supply chain efficiency, and meeting customer demand with precision.
- Collaborated seamlessly with marketing and leadership teams to oversee the company's promotional and event calendar, orchestrating strategic campaigns that propelled repeat purchases, heightened customer engagement, facilitated successful product launches, and achieved overarching company objectives with precision.
- Led high-performing web development teams through strategic project management, implementing agile methodologies for efficient delivery of features and updates. Resulting in 15% YoY increase in conversion rate, 80% increase in site speed, and ensuring ADA accessibility.

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- Collaborated cross-functionally with the operations team to streamline and optimize processes across the storefront, ERP system, and third-party logistics (3PL) providers, resulting in a seamless customer experience, reduced company costs, and decreased errors.

## Fabric Depot, OR

2016-2018

Ecommerce Manager

- Achieved a noteworthy 20% year-over-year sales growth by refining e-commerce strategies and overseeing the comprehensive management of all facets of the Direct-to-Consumer (DTC) business.
- Owned the development roadmap for all digital products, overseeing project budgets, backlog, and external development teams. Ensured the punctual delivery of initiatives, demonstrating a commitment to precision and efficiency.
- Delivered a 30% boost in email open rates and a 50% surge in click-through rates by implementing strategic audience segmentation, personalized messaging, and efficient message automation.
- Partnered with buyers and retail department leaders to shape product selection, collaborated with the creative team to refine channel communication, and stimulated product demand to enhance overall market performance.
- Directed end-to-end operations and order fulfillment, successfully negotiating shipping costs with carriers. Implemented streamlined processes, resulting in a reduction of fulfillment errors and a notable increase in fulfillment rates.

## EDUCATION

Bachelor of Business Administration  
*Oregon State University, Corvallis, OR*

Associate of Web Design & Development  
*Portland Community College, Portland, OR*

## TECHNICAL PROFICIENCIES

**Web Development** (HTML, CSS), **Performance Marketing** (Google Ads, Facebook Ads, Pinterest, TikTok, CTV SEO), **Ecommerce Platforms & marketplaces** (Shopify, Magento, Wordpress, Craft, Amazon Seller Central), **Testing & Analytics Tools** (Convert, Tag Manager, GA4, Amplitude, Looker) **CRM Tools** (Klaviyo, Mailchimp, Attentive, Postscripts) **ERP** (Netsuite/Celigo)

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