

YVAHN C. MARTIN

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EXECUTIVE-LEVEL GENERAL MANAGER & BUSINESS LEADER

Highly accomplished, results-driven executive with proven record of creating sustainable revenue growth and maximizing operational efficiency within high-growth, entrepreneurial environments. Special expertise in digital business management, sales, marketing, e-commerce, business development, and creative problem-solving.

Executive Leadership Competencies:

Business Development • Change Management • Process Optimization • Strategic Planning • Negotiation
Talent Acquisition • P&L Management • Business Planning • Strategic Turnarounds • Relationship Management

PROFESSIONAL EXPERIENCE

DRJAYS.COM, New York, NY

2009 - Present

BUSINESS ASSOCIATE

Responsible for day-to-day management of DJPremium.com, a mid-tier, multi-brand fashion e-commerce retailer with \$4M annual revenue. Report to CEO, CFO and Marketing Director regarding profit and loss management and return on investment for digital marketing channels including email, search engine, affiliate, and display advertising, public relations and social media.

Selected Projects & Achievements:

Site Optimization: Identified best practices in competitive e-commerce user-experience design and testing strategy to execute an analytics-driven daily operations strategy.

- Implemented behavioral and geographic segmentation campaigns and multivariate testing utilizing the Monetate platform to optimize content and product merchandising, achieving increased conversion rates & sustainable revenue increases per campaign
- Implemented conversion funnels, alternate goal tracking, and assigned value to conversion assists in each channel in Google Analytics to measure total economic value of marketing activities
- Oversaw testing of product recommendation strategy on Certona platform resulting in a 15% increase in contribution to site revenue from product recommendations

Business Development: responsible for identifying opportunities for strategic partnership, sponsorship, press, and audience development

- Developed content partnerships and affiliate relationships with publishers sites like TheFashionBomb, lamGalla, LustforLife, Polyvore, RetailMeNot, Couponology, CouponCabin, CouponBuddy, Skimlinks, etc.
- Sponsored the Style X fashion experience during SXSW in Austin, TX 2012 and various branded NYC-local events

Inventory Analysis/Restructuring: responsible for weekly sales and pricing analysis, inventory forecasting and budgeting, recruited strategic resources for brand realignment.

- Analyzed sales and marketing data to identify inventory liquidation opportunities; developed loyalty-based liquidation options through private and flash sales to utilize outdated inventory for email list and sales growth
- Refined sales-forecasting strategy and recruited new buyers with sales planning backgrounds to spearhead analytics-driven buying process

Marketing Optimization: responsible for email, search engine marketing, affiliates, social media and advertising

- Quadrupled email capture rate by testing dynamic on-site messaging and implementing social media campaigns, contests and giveaways in partnership with brands
- Increased email segmentation testing and send frequency resulting in ROI increase of over 200%
- Optimized PPC bid management structure based on margin and branding goals using Marin platform
- Enrolled website in eight top-tier domestic and international comparison shopping engines resulting in a 20% sustainable increase in unique visits to site and ROI up to 400% in channel

Merchandising Optimization: Developed process standards and trained creative staff on best practices regarding product photography, styling, photo editing, editorial lookbooks, and SEO-aware data entry.

- Recruited in-house stylist to maintain industry-standard presentation of product and editorial photography
- Developed and implemented training regarding product photography procedures and best practices

RETAIL AUTOMATION PRODUCTS, INC., New York, NY
BUSINESS DEVELOPMENT MANAGER

2006 - 2009

Developed and executed strategic goals in sales planning, digital marketing, and human resources to contribute to the B2B software provider's 150% gross revenue growth in a two-year period.

Selected Projects & Achievements:

- Oversaw redesign of website www.rap-pos.com and pay-per-click initiatives as lead generation tools to produce an average of five incoming leads weekly, resulting in over \$200,000 in closed business
- Established formal and informal referral and joint marketing relationships and networking groups in NYC and CT resulting in three to five qualified referrals per month and over \$100,000 in closed business.
- Increased prospect close-ratio to 80% through value-added consulting services.
- Initiated strategic relationships with restaurant-industry private equity investors to generate a steady stream of prospective customers poised for regional, multi-unit expansion, resulting in \$142,000 in closed business.
- Implemented the sales module of the Tigerpaw CRM system to manage a leads database of 20,000 prospects. Developed integrated sales planning process from the software and utilized SQL query-strings to develop targeted marketing programs. Responsible for data input, quality controls.
- Managed a team of two in search engine optimization, PPC management, market research, conversion tracking across all marketing channels, competitive analysis, database management, and weekly targeted direct-mail and digital marketing campaigns.
- Developed and executed recruiting campaigns and performed first-round interviews for sales, marketing, administration and technology support candidates.

PRIOR EXPERIENCE

From 2001 to 2005, managed a variety of marketing and consumer engagement initiatives for national consumer goods companies (BFG Communications, Inc.) and local small businesses, non-profits and nightlife venues (ArtSpot Productions, Haven Hills, Lionel Milton Gallery, TwiRoPa) in Los Angeles, New Orleans, and New York. Also produced original choreographic work, "The Future Is Now" ('04) worked as television production and casting assistant throughout the period in all three cities, and held a real estate license in Louisiana in '05 (Century21CMC Realty in Kenner).

EDUCATION / AFFILIATION

MBA, Entrepreneurship & Innovation and Finance, NYU Stern School of Business, New York, NY - '09
Bachelor of Arts in Dance and Women's Studies, Tulane University, New Orleans, LA - '03

*Affiliation: **Urban Bush Women Dance Company – Board of Directors (2010 – present)**
Co-chair, Fundraising & Marketing Committee, Chair of Young Professionals Board*

- Conceptualized and executed annual and semi-annual gala events
- Spearheaded development of accountability process to build fundraising pipeline
- Assisted with the selection of CRM and other digital management tools
- Represented the company at board recruiting events

*Affiliation: **V10th Spotlight Fund Leadership Awards Selection Committee (2008)***

TECHNICAL PROFICIENCIES

Data Analysis: Google Analytics, Coremetrics; **Web Development:** HTML/CSS, A/B and Multi-variate testing, Wireframing, Wordpress, Dreamhost **Productivity:** AtTask, Basecamp, Teambox; **PPC:** Google Adwords/Adwords Editor, Microsoft Adcenter, Marin; **Email:** Cheetahmail, ExactTarget, MailChimp; **Etc.:** Microsoft Office Suite, Adobe Suite, GIMP, NetSuite, Monetate

Languages: *Conversational Spanish; learning French, Javascript/JQuery and PHP*