

ANDRE BERGERON

24982 Hidden Hills Road Apt H • Laguna Niguel, CA 92677

ECOMMERCE MANAGER

(949) 421.9408 • contact@andrebergeron.com

Seasoned and top producing professional, demonstrating expertise and broad ranging experience in overseeing online retail sales to develop a brand and business awareness. Track record of performance managing the direct marketing efforts for the company's e-commerce business. Versatile with strong vendor relations, communication and analytical skills, as well as experience working for a multichannel, direct-to-consumer Ecommerce retailer. Collaborative communicator continually focused on building relationships and promoting interaction across business lines and global units to drive positive change, cohesive, comprehensive business approaches and enhanced profitability.

KEY STRENGTHS & EXPERTISE:

- Sales Planning & Marketing
- Direct Sales
- Business Development
- Digital Marketing Strategy
- Web Marketing
- Revenue & Profit Growth
- World-Class Customer Service
- Team Leadership
- Web Design

PROFESSIONAL EXPERIENCE

LIGHTOPIA, LLC • Laguna Beach, CA

2010-Present

ECOMMERCE MANAGER

Provide hands-on management to Lightopia's 3DCart online store coordinating product updates, site content and all online marketing efforts. Report directly to the Chief Operating Officer and develop and execute initiatives to drive sales and profitability.

- Oversee external SEM agency, including all monthly KPI reporting, budget management and marketing calendars.
- Manage and maintain budget and resources to ensure the department is within established budget, productivity and efficiency standards.
- Innovatively create graphics for carousels and banners.
- Develop new features/functionality for website redesign that improve engagement and increase conversion rate.

Key Accomplishments:

- Acknowledged for consistently improving direct online annual sales by 30-35% for the past four years in a row.
- Boosted phone sales from internet lead sources by more than 50% six years in a row.
- Increased all online traffic by a minimum of 20% for 6 years in a row.
- Personally developed content for over 13K lighting products representing over 40K unique SKUs.
- Amplified online conversion rates by 133% by developing new product content and images, revamping product templates to highlight Call To Action segments, creating target CPC ads, and starting a welcome email series encouraging new customers to buy.
- Increased overall AOV by 22% by targeting high margin products in traffic building efforts and giving products a higher prevalence on website.
- Successfully beat previous year's sales from CPC advertising by a minimum of 47% six years in a row.
- Improved annual organic traffic through SEO by 10% for the past four years.
- Increased average order value by 30% on sales from email campaigns. Improved conversion rate on email campaigns by 193%.
- Enhanced Conversion rates and sales from social media traffic by over 300%.

SELF-EMPLOYED • Orange County, CA

2002-Present

FREELANCE WEB DESIGNER

Artistically create original art and graphic layout of content, banners, logos, and merchandise. Clients include Tri Valley Urology - <http://www.trivalleyurology.com>, Sportsheets, Inc. - <http://www.sportsheets.com>, and LAP Distributing, LLC - <http://www.lapdist.com>.

- Perform technical coding, review and testing and work closely with clients to conceptualize, design and launch Internet sites furthering client goals.

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WESTRIDGE LABORATORIES/TOTAL ACCESS GROUP, INC. • Santa Ana, CA

2004-2008

MEDIA MANAGER

Creatively designed and maintained two internet sites and assisted in the development of digital catalogs.

- Directed and supervised a three member team with design and production of printed materials.

QUIZNO'S • Inland Empire & San Diego Carlsbad, CA

1998-2002

LOSS PREVENTION MANAGER

2001-2002

Developed the company's first Loss Prevention Program concerning shortage control, internal dishonesty, shoplifting detection and detention and safety.

- Reviewed reports for 35 locations ensuring accurate and timely completion of all case management procedures.
- Conducted safety and food safety (as applicable) inspections on a regular basis, ensured timely and accurate root cause analysis, and implemented corrective actions.

SYSTEM ADMINISTRATOR

1999-2001

Provided computer support for networks at 35 locations and corporate office.

- Strategically worked with store managers and corporate employees to identify initiatives necessary to enhance overall business effectiveness and system reliability and performance.

STORE MANAGER

1998-1999

Directly responsible for running the store daily to meet company's targets and policies. Areas of responsibility include directing and supervising the workforce, making staffing decisions, ensuring customer satisfaction, managing the store's financial performance, and sustaining product equity.

- Developed and implemented strategic plans to increase sales and profits.
- Enhanced management/staff team productivity through motivational training and mentoring.

CREW MEMBER

1998

Jul-Aug

Promoted to Manager after one month through excellent performance and contributions to the business.

EDUCATION & PROFESSIONAL DEVELOPMENT

ASSOCIATES IN SCIENCE, GPA: 3.8

BROOKS COLLEGE, Long Beach, CA • 2003

Alpha Beta Gamma Member / Teaching Assistant

GOOGLE ADWORDS CERTIFICATION

GOOGLE ANALYTICS CERTIFICATION

COMPUTER SKILLS

SOFTWARE:	MS Office, Open Office, Google Drive, Adobe Photoshop, SQL databases, MySQL
PROGRAMMING LANGUAGES:	HTML, XML, CSS, HTML5, PHP, ASP, JavaScript
WEBSITE MANAGEMENT:	SEO, Google AdWords, Google Analytics, email marketing software, Live Chat software, Listrak, Constant Contact
SOCIAL MEDIA:	LinkedIn, YouTube, Twitter, Facebook, etc.
E-COMMERCE PLATFORMS:	3DCart, Miva Merchant, Shopgate small custom-built platforms
BUSINESS/FINANCIAL:	QuickBooks, Netsuite