

LAMIA HOLDEN

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Summary

Creative and energetic Digital Marketing professional with technical background and design experience. Outstanding strategist distinguished for conducting detailed evaluations of online projects and implementing processes that improve efficiency. Exceptional communicator with strong problem resolution and innovative troubleshooting skills.

Skills

- Project Management
- Analytics and Reporting
- Campaign Strategy
- Behavioral Marketing
- Excellent written and verbal communicator
- Enthusiastic team player
- Problem solving

Experience

Founder Managing Partner

Jun 2016 to Current

Aristocat Designs — Lunenburg, MA

- Successfully developed and launched online retail pet furniture business
- Developed a short and long term business plan for the brand that addressed potential markets, distribution strategy and profit estimates
- Launched marketing strategy mix including email, PPC, social, SEO and affiliate
- Engaged and negotiated with online ecommerce partners, Wayfair, Catsplay, Hauspanther

Ecommerce Marketing Manager

Jun 2014 to Jun 2016

190 West, Digital Marketing Agency — Littleton, MA

- Responsible for digital marketing strategy of several eCommerce sites
- Managed all technical and marketing aspects of an ecommerce client on the Magento platform supporting over 120,000 product skus
- Managed strategic site redesign to improve brand messaging, site search, and conversion
- Integrated full suite of third party technologies: site search, email marketing, and analytics/testing software

Ecommerce Website Manager

Jun 2012 to May 2014

Dover Saddlery — Littleton, MA

- Responsible for optimal marketing focused development of the Dover Saddlery website
- Synthesized input and feedback from various functional groups and worked closely with corporate marketing to meet KPIs and objectives
- Implemented website tracking and analytic tools to monitor traffic and track conversions from social media campaigns and email marketing
- Provided leadership and mentoring of junior team members
- Performed ongoing site visitor preference testing and leveraged data to create personalized digital experiences that delivered real results and revenue.

Mom**Apr 1990 to Jun 2012****The Parental Pause**

- Hands-on experience in human development
- Web design and development contract work

Staff Consultant**Mar 1988 to Apr 1990****CSC Consulting, Inc** — Newton, MA

Consulting manager at The Boston Company. Led consulting team in the design and development of a portfolio management system, including domestic and foreign securities.

Software Engineer**Sep 1986 to Feb 1988****Computervision Corporation** — Bedford, MA

Developed and ported Oracle based CIM products from VAX to IBM. Installed product at several client sites worldwide.

Application Programmer**Sep 1983 to Aug 1986****Epsilon** — Burlington, MA

Maintained and developed databases and reports for major non-profit clients.

Education

University of Massachusetts, Lowell — Lowell, Ma, USA

Bachelor of Science, Computer Science & Management

Featured Websites

www.lamiakaren.com - Personal website and blog

www.aristocatdesigns.com - Designed, developed website and marketed high-end cat furniture