

RICK WINGENDER RESUME

Rick's Video Resume

<https://youtu.be/be7DxdxaxiQ>

Rick's Personal Website

<https://www.smallbizcoach.biz/>

Rick's Pre-recorded Video Interview Q&A

https://youtube.com/playlist?list=PLTUNrsuWWM5I86Cc9f8W_1hG1rkyJtwL4

Director / VP of Ecommerce, Digital Marketing, & Digital Product Management

Accomplished ecommerce and marketing professional with 20+ year track record in ecommerce, digital product management, digital marketing, brand management, and retail merchandising across various industries and company sizes. Led ecommerce businesses generating revenues ranging from zero to \$120M annually. Successfully strategized, supervised, and implemented sales and marketing campaigns employing digital media, direct mail, print, & direct response TV in support of e-commerce, traditional retail and Amazon campaigns. Eight years of experience as a technically-savvy **Agile / Scrum digital product owner with passion for great user experiences**. Fast-paced, multitasking and successful “get your hands dirty” leader who excels at staff development and generating superior team engagement and results. Ideally suited to leverage exceptional sales and marketing knowledge, skills and experience for new or growth-oriented businesses.

SKILLS & PROFICIENCIES

- Business Strategy & Planning
- Omnichannel Ecommerce
- Cross-functional Leadership
- Budget / P&L Management
- Marketing Analytics
- Consulting / Advising
- Digital Product Management
- Agile / Scrum
- Merchandising (online & offline)
- Amazon Startup & Optimization
- Performance Marketing
- Customer Experience Optimization
- Digital & Traditional Marketing
- Brand Management
- SEO, PPC, & Email Marketing
- Content & Social Media Mktg
- Neuromarketing
- Cybersecurity

PROFESSIONAL EXPERIENCE

SMALL BIZ COACH, Various locations & virtual

2008 – 2022

Ecommerce & Digital Marketing Coach / Advisor / Fractional CMO

- Fractional CMO / Coach / Consultant to small & medium-sized businesses (mostly D2C/B2C (retail)).
- Independent, freelance, sideline consulting business, both full-time and part-time (when employed full-time).
- Coach & advise on strategic ecommerce & marketing topics: the online customer experience, merchandising strategies, digital marketing and SEO, brand management, digital product management, product pricing, vendor & freelancer selection & coordination, marketing reporting models & financial analysis, ecommerce team staffing models, Amazon business launches & optimization.
- Provide services and project management related to all of the above.

UNIVERSAL SCREEN ARTS, Hudson, OH

2021

Director, Digital Marketing

Comprehensive ecommerce, digital marketing, & digital product management responsibilities for gift-oriented omnichannel retailer with catalog operations and seven websites. Projects include re-designs for all websites, implementation of new email service provider, and various process improvements for Amazon FBA & other marketplace businesses. Led team of 19. Resigned over Covid-19 / relocation-related policy.

HOUSE OF ANTIQUE HARDWARE, INC., Portland, OR

2018 – 2019

A manufacturer and online retailer of home improvement products.

Director of Marketing & Ecommerce

- Planned, coordinated, & executed all digital marketing (email, social media, PPC, SEO, web analytics, content marketing, magazine ads). Owned the P&L. Directed multimillion-dollar marketing budget. Achieved 543% ROAS.
- Led digital product management. Implemented Agile / Scrum processes (product backlog, sprint releases, roadmap planning, user stories, QA/QC, etc.). Collaborated with IT to improve site speed metrics.
- Led merchandise procurement and online merchandising functions, generating \$45MM in online revenue (20% B2B). Increased Amazon sales 44% YOY through optimization of PPC ads, pricing, and listing data.
- Coached and coordinated 12-person team of merchants & marketers, and multiple digital agencies
- Accomplishments: Completed Channel Advisor platform integration, implemented online chat functionality, completed major technical SEO project (improved organic traffic ratio by 17%), launched Google Shopping, improved promotions planning process, introduced welcome series email campaigns, created new content strategy, implemented California Prop65, streamlined vendor compliance & GDPR programs. Official title: Sr. Manager, Product & Merchandising.

GARDNER DENVER, INC., Milwaukee, WI

2015 – 2016

A global industrial equipment manufacturer serving oil, gas, and other industries, desiring an ebusiness capability.

E-commerce Product Owner

- Developed 5-year strategic ecommerce product roadmap & developed single-site (72>1) architecture plan to reduce costs, create scale efficiencies, and centralize management.
- Established a true product backlog management process, and a ecommerce usability testing process for the first time at Gardner Denver. Managed product roadmap, conducted requirements gathering & UI/UX design, determined MVP, prioritized product backlog, wrote user stories & UAC, led QA/QC, UAT, & bug-fix processes, managed sprint code releases, participated in scrum sprint ceremonies. Supervised & collaborated with global staff, marketing, and IT agencies.
- Led multiple site redesign projects. Designed and completed enhancements to existing websites and customer-facing systems, using Agile / Scrum. Owned 72 websites, intranets & extranets & managed multimillion dollar budget.
- Left due to global layoffs & subsequently attended graduate school on a full-time basis at Indiana University.

CUSTOM DIESEL, INC., MORRISTOWN, TN

2012 – 2015

A manufacturer, wholesaler, and retailer of aftermarket parts for diesel pickup trucks.

VP of Marketing & Ecommerce (2013 – 2015)

Director of Marketing & Ecommerce (2012 – 2013)

- Managed Marketing & Ecommerce P&L. Achieved 3-year CAGR of 144% (from \$1.6MM to \$23.4MM).
- Grew ecommerce to 62% of total company sales. (50% B2B 50% D2C).
- Established digital & integrated marketing programs, including email & social media marketing, social listening, paid search (PPC), SEO, analytics, online merchandising & brand promotions. Developed and managed \$4MM marketing budget. Managed offline marketing: print ads, event marketing, phone sales.
- Trained and mentored team of 12 direct reports, including web designers / developers, and four digital marketers & merchandisers who were not initially hired for those roles (Email, Social, Amazon, & eBay).
- Completed Magento website integration project to backend finance and shipping systems.

- Developed brand marketing strategies, including brand promise & brand awareness campaigns.
- Created eBay / Amazon marketplaces retail sales channels, generated ~\$9MM annually.
- Saved 76% in logistics costs through implementation of Amazon FBA program & re-negotiation of UPS rates.

JEWELRY TELEVISION, INC., Knoxville, TN

2007 – 2012

A TV home shopping network and e-commerce retailer.

Sr. Ecommerce Product Manager (2008 – 2012)

- Led strategic planning & digital product management of a portfolio of new web-based “vertical” businesses:
 - Conducted market research & created business cases. Developed product roadmaps. Wrote user stories & user acceptance criteria. Prioritized product backlogs & managed sprint releases in an Agile (Scrum) environment.
 - Led cross-functional teams: Worked with UI / UX designers to create wireframes, scrum teams to develop, QA/QC team to execute testing, and others. Coordinated communications & product demos between all stakeholders & agile scrum teams and participated in scrum ceremonies.
 - Managed digital marketing (email, paid search / PPC, social media & content marketing), brand & content strategy.
 - Responsible for P&L, financial reporting & business analysis, merchandise & inventory management for each business.
- Developed The Vault, an innovative, luxury jewelry retail website & TV show. Exceeded revenue plan by 102%, margin plan by 152%.
- Created Amazon & eBay marketplace sales channels. Dramatically increased new customer acquisitions, closing a previously identified gap by 28%.
- Turned around JTV Auctions. Grew revenue from \$18M to \$40M, and margins from -15% to 22%.
- Launched JTVGold.com, DiamondDesignGallery.com, ROKU TV channel.
- Member of formal corporate strategy team. Official job title: Vertical Business Manager (VBM).

Online Merchandising Manager (2007 – 2008)

- Managed all merchandising functions on JTV.com, including managing 35,000 SKU product catalog. Worked with digital marketing and web dev & design teams to implement promotions, improve traffic, conversion, & AOV through SEO & CRO, A/B testing, internal search optimization, paid search (PPC), and email marketing.
- Executed extensive A/B testing program. Example: Executed A/B test on “dimeshot” images that reduced return rates by 31%. Initiated redesigns of new product detail page and new live TV viewer page.
- Mentored and empowered a high-performing team of six ecommerce merchants.

SUNCOM / AT&T WIRELESS, INC., Arlington, VA

2000 – 2004

A wireless telecommunications provider and retailer.

Digital Marketing Manager (2002– 2004)

- Led development of SunScreens activation system digital product, resulting in 124% increase in dealer activations. Improved merchandising & promotions of SunCom website. Enhanced email and Google AdWords campaigns.
- Left due to acquisition by AT&T & subsequently attended graduate school full time at VCU to earn MBA.

Marketing Strategy Channel Manager (2000– 2002)

- Managed relationships national retailers. Managed & enforced channel marketing & co-op advertising programs. Member of corporate strategy team.
- Collaborate with field staff to manage dealer channel & provide best practices.

CIRCUIT CITY STORES, INC., Richmond, VA

1994 – 2000

A Big Box Retailer of Consumer Electronics, Computers, & Appliances

Ecommerce Digital Marketing & Merchandising Manager (1998 – 2000)

Merchandise Buyer (Computers) (1996 – 1998)

Store Manager (1994 – 1996)

EDUCATION

M.S., (Master of Science) in Marketing, Indiana University

MBA, with concentrations in Finance & Marketing, Virginia Commonwealth University

B.S., Marketing & Political Science, University of Wisconsin – Oshkosh

Certificate, Marketing Analytics, Emory University

Certificate, Project Management, University of Tennessee

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

280+ Ecommerce & Marketing Courses Completed: See [list](https://www.linkedin.com/in/misterecommerce/details/certifications/) at <https://www.linkedin.com/in/misterecommerce/details/certifications/>

Google: Google Analytics IQ Certification (multiple times), Google Ads Certification (multiple times)

SEMrush: Various SEO certifications: Technical SEO, Mobile SEO, Local SEO, SEO Site Audit, Keyword Research, Competitive Analysis and Keyword Research, On-Page and Technical SEO (various dates)

Scrumalliance.org: Certified Scrum Product Owner (CSPO) (multiple times)

Hootsuite Academy, Social Marketing Certification, 7/2019

HubSpot Academy: Social Media Certification, 12/2019, Inbound Marketing Certification, 3/2017, Email Marketing Certification, 6/2013

Salesforce Various Trailhead CRM & CommerceCloud Badges, <https://trailblazer.me/id/rwingender> (various dates)

LinkedIn Learning, GDPR Certification, 9/2018

Pragmatic Institute, Pragmatic Marketing Certification (PMC-VI), 2018

UC-San Diego, Human-Computer Interaction Course (HCI), 12/2014

PMI.Org, Project Management Professional (PMP), 5/2011

TOOLS & SOFTWARE USED

Ecommerce Platforms / CMS used:

Magento, NetSuite, Hybris, Shopify, BigCommerce, WooCommerce, Salesforce Commerce Cloud (Demandware), Amazon Seller Central.

Google tools used:

Google Analytics, Google Search Console (Webmaster Tools), Google Tag Manager, Google Ads/AdWords, Google Shopping, Google AdSense, Google Optimize.

SEO tools used:

SEMrush, Moz Pro, Screaming Frog, Google PageSpeed Insights, various other random tools.

Social tools used:

Hootsuite, Facebook / Instagram Ads Manager, Twitter, LinkedIn, Reddit

Email Service Providers used:

ActiveCampaign, Constant Contact, Mailchimp, Responsys

Marketplace tools used:

ChannelAdvisor, Helium 10, Amazon Seller Central, Walmart Seller Center, eBay Seller Hub

Project Management tools used:

JIRA, Confluence, Trello, Wrike, MS Project, MS Sharepoint, SmartSheet

Survey tools used:

Survey Monkey, Survicate, Qualtrics, Google Forms

Miscellaneous other tools used:

Zoho CRM, HubSpot, Certona, Monetate, Photoshop, MS Office, Excel, PowerPoint, Visio, Word, Outlook, Teams, Power BI, Balsamiq, UserTesting.com, Optimizely, Microstrategy, Bing Ads, Adobe Omniture Site Catalyst, LinkedIn Learning, Udemy.com, Coursera, others.

Professional Ecommerce Coach & Practitioner

