

# SONIA ABRAHAM

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Prosper, TX 75078

## SUMMARY

- Marketing and ecommerce manager with 8+ years of experience with a focus in retail and media
- Diverse business centric background with strong leadership, communication, and analytical skills
- Experienced in all aspects of marketing, including branding, digital, loyalty program, event and creative
- Results focused strategist and project manager, with excellent problem solving and time management skills

## WORK EXPERIENCE

### Marketing Manager, Ecommerce and Store Operations

#### Century 21 Department Stores | June 2015 to August 2018 (relocated to TX)

- Overseeing the strategy and timely execution of Ecommerce & retail store marketing portfolios from conception to close, including weekly website content refreshes, email and social media campaigns, as well as advertising and PR
- Overseeing and advising on the direction of web, digital, email and print assets to ensure consistent and appropriate branding, and alignment with current industry trends
- Managing the promotional calendar and developing integrated marketing plans
- Providing copy and design direction for content marketing
- Analyzing current content strategies and designed new approaches for maximum impact
- Reviewing deliverables to ensure adherence to timelines, best practices, branding, and business expectations
- Regularly interfacing within various internal teams, including the company's BOD, to understand sales goals and business objectives, devise marketing strategies, and communicate campaign results
- Ensuring supporting teams fully understand project requirements and their specific responsibilities and expectations
- Reporting on overall campaign successes and failures, and advising on branding and strategic recommendations for future

#### Selected Accomplishments

- Successfully managed multiple ecommerce marketing campaigns which directly increased daily ecommerce average sales from \$75K/day to \$150K/day during tenure in role.
- Strategized and managed all marketing and advertising related to the grand opening of the Bronx/Yonkers store location, one of largest stores and grand openings in company history.
- Primary driver of the launch of the company's private label credit card and loyalty program
- Successfully managed the relaunch of the c21stores.com website in four months. The project included the roll out of a refreshed website design and also a migration to a new ecommerce technology platform.
- Selected by the CMO and Chief HR Officer to internally conceptualize and project manage company-wide Town Hall (1000+ attendees), working closely with owners and executive committee

## WORK EXPERIENCE (CONTINUED)

### Marketing Coordinator, National Publications

ALM Media | July 2013 to June 2015

- Oversaw the complete marketing portfolio of company's top five national publications
- Lead the development of marketing collateral with in-house creative teams for various products and events to promote brand and products
- Created custom landing pages and web forms to increase registration and lead generation
- Conceived and executed A/B Tests to improve online marketing and email performance
- Analyzed the performance of online marketing campaigns and making improvements as necessary
- Managed and maintained multiple social media properties to support editorial, promote products and events, and increase overall engagement with target audiences
- Supported the needs of sales to obtain qualified leads for advertising and sponsorship sales
- Supported ad research studies to support sales in penetrating current clients
- Represented corporate brands, products and events at industry conferences and events
- **Selected Accomplishment:** Produced \$500K in Advertising Sales from Lead Generation Marketing Plans

### Marketing Manager

DeCarlo Group | September 2010 to February 2013

- Marketing manager for a niche marketing consulting firm serving independent chiropractic practices
- Effectively developed and executed tailored marketing strategies to clients and regularly met with clients to provide updates on ROI, marketing, budgets, and brand management
- Provided paid training to clients on determining marketing objectives, developing effective marketing strategies, managing budgets, and measuring ROI through webinars
- Analyzed and researched various patient and geographical demographics to determine target markets and optimal marketing strategies for over 40 independent clients
- Led and trained a team of junior marketing staff

## EDUCATION

### State University of New York at New Paltz

B.S. Marketing, May 2010 | 3.8 GPA, summa cum laude

## TECHNICAL SKILLS

**Project Management Software:** Workfront, Basecamp, MS Project

**Social Media Channels/Tools:** Twitter, LinkedIn, Facebook (including Ad Manager and Pages), Instagram, Snapchat, Pinterest, Cvent, Adobe Social Cloud, Hootsuite

**Productivity/Creativity Tools:** MS Office, Adobe Photoshop, Acrobat, DropBox Business, OSX/Windows

**Ecommerce Platforms:** Weblinc, Salesforce Commerce Cloud, Marketo