

SHELLIE BEDI

PROFILE

Combine a deep knowledge of web development and consumer catalog marketing with expertise in user research and customer profiling to implement meaningful and relevant marketing solutions. Work collaboratively with stakeholders to understand desired outcomes and create strategic and tactical plans that meet them. As a team player and communicator, utilize experience in the following areas:

User Research	Project Management
Persona Development	Performance Analysis
Profiling & Targeting	Campaign Management
Search Engine Optimization	Email Marketing
Dashboards & Reporting	Competitive Benchmarking

EXPERIENCE

INTERNET MARKETING DIRECTOR | SightWorks, Inc.

PORTLAND, OR | 2006 - 2008

Met online marketing goals for clients through discovery, user profiling, information design and content management. Managed multiple production schedules to ensure the on time launch of interactive media. Developed and evaluated email marketing campaigns and delivered recommendations based on web analytics and keyword research. Optimized websites for higher search engine rankings and performed keyword research to identify most effective search engine keywords.

INDEPENDENT CONSULTANT

PORTLAND, OR | 2000 - 2006

Provided marketing support, performance analytics and user research for consumer catalog and online marketers. Managed large market research project and delivered research findings to stakeholders to set future marketing strategy for Norm Thompson. Other clients included 800.com and Rejuvenation House Parts.

MANAGER DATABASE INTELLIGENCE | 800.com

PORTLAND, OR | 1999 - 2000

Developed email marketing campaigns and other marketing efforts to support e-commerce for electronics retailer. Prepared and delivered performance metrics to assist in development of ongoing strategy and improve return on investment.

EXPERIENCE (CONTINUED)

DIRECTOR MARKET RESEARCH & ANALYSIS

MARKETING DATABASE MANAGER | Norm Thompson Outfitters

PORTLAND, OR | 1991-1999

Developed circulation strategies and managed multiple production schedules for outdoor performance apparel cataloger Early Winters, preparing campaigns, contact strategies and testing based on response analysis and catalog merchandising reviews. Created market research strategy to understand consumer behavior and predictive purchasing patterns. Responsible for the development of a marketing database that allowed for the segmentation of consumers based on purchase behavior and lifestyle characteristics.

CIRCULATION MANAGER, Gump's Mail Order

SAN FRANCISCO, CA | 1985 - 1991

Managed multiple catalog mailings, including production schedules, vendor relations, circulation planning and merge/purge. Evaluated performance and made recommendations.

CIRCULATION COORDINATOR, The Sharper Image

SAN FRANCISCO, CA | 1983 - 1985

Coordinated production schedules, list rentals and segmentation for multiple catalog mailings.

EDUCATION

PORTLAND STATE UNIVERSITY - Professional Development Program

Certificate Multimedia & Web Design | 2005

THE ART INSTITUTE OF PORTLAND - Web Design & Interactive Media

Attended | 2003 and 2004

OHIO UNIVERSITY - Business And Fine Arts, Photography

Bachelor of General Studies | 1981

SOFTWARE/SKILLS

- Expert in Microsoft Office applications Excel, PowerPoint and Word
- Knowledge of Web technologies Flash, HTML, CSS, and XML
- Deep knowledge of Search Engine Optimization and Web Analytics
- Skilled at Photoshop

INTERESTS

- Support NGO in South India, Andhra Pradesh through development of website and support the village school through fundraising efforts and ongoing donations
- Travel, Photography, Ethnic Cooking