

## SHELLIE BEDI

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503.285.1766 ~ shelliebedi@gmail.com

### MULTI-CHANNEL MARKETING PROFESSIONAL

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**Dedicated marketing professional with strong leadership skills and a demonstrated commitment to organizational growth through constructive collaboration, rigorous analytical thinking, and strong project and task management. Creative at finding solutions to unique business challenges through use of project scoping, data definition and data mining. Adept at developing retention and acquisition strategies in a multi-channel environment to build brand loyalty and relevant messaging. Exceptional communication skills, able to build rapport and cultivate important internal and external relationships.**

#### Areas of Expertise:

- Customer Segmentation
- Report Design & Analysis
- Vendor Management
- Market Research
- Database Design
- Email Marketing
- Campaign Evaluation
- Data Interpretation
- Team Building & Mentoring
- Project Management
- Trend Analysis
- Stakeholder Presentations

Technical Expertise: Excel, Word, Project, PowerPoint, Omnigraffle, Pages, HTML, CSS, XML, Photoshop, Flash, Google Analytics, Content Management Systems, Dreamweaver

*"Shellie's wealth of experience in circulation management, customer segmentation and market research brought a high level of insight to Norm Thompson's communication strategies across multiple titles. I valued her tenacity and good judgment in leading complex testing strategies, technical projects and her finesse in turning data into informed recommendations."*

**Steve Jones, former VP Marketing, Norm Thompson Outfitters**

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### PROFESSIONAL EXPERIENCE

#### **Internet Marketing Director, Sightworks, Inc, Portland, OR** 2006 – 2008

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- Met online goals through discovery, project requirements documentation, user profiling, information design and content management.
- 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.
- Managed multiple production schedules, budgets and quality to ensure the successful on-time launch of interactive media.

#### **Independent Consultant, Portland, OR** 2000 – 2006

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- Marketing support, performance analytics and user research for catalog and online marketers.
- Managed market research projects that delivered actionable findings to stakeholders and set marketing strategy.

#### **Manager Database Intelligence, 800.com, Portland, OR** 1999 – 2000

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- Developed marketing programs, performance analytics and evaluated ROI.
- Developed email marketing campaigns and other marketing efforts to support e-commerce.

#### **Director of Market Research/Analysis, Norm Thompson Outfitters, Portland, OR** 1991 – 1999

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- Responsible for development of a marketing database that allowed for the segmentation of consumers based on purchase behavior and lifestyle characteristics.
- Prepared campaigns, contact strategies and testing based on response analysis and reviews.
- Created market research strategy to understand consumer behavior and predictive purchasing patterns in order to improve customer lifetime value.
- Developed circulation strategies, marketing budgets and managed multiple production schedules.

## CAREER HIGHLIGHTS

Gained corporate support for the development of a Marketing Database through Needs Analysis and led RFP process to identify appropriate solution and vendor.

Successfully designed and developed a Marketing Database to meet stakeholder requirements and fulfill data requests to address business strategy.

Researched, evaluated and tested regression modeling for multiple business units to generate significant lift in campaign performance and efficiency in contact strategy.

Led multi-pronged market research initiative that resulted in clear findings to improve brand positioning. Collaborated with research service provider to interpret findings of research and present recommendations.

Designed and delivered analyses to assess customer lifetime value, retention, attrition and migration, file growth evaluation and other ad-hoc reporting as needed.

Directed project to identify major customer segments based on demographic, lifestyle and behavioral data to provide internal clients with meaningful information regarding target audiences.

Conducted product affinity analysis to provide deeper understanding of product relationships, subsequent purchase behavior by product interest group and factor analysis to identify natural product clusters.

## EDUCATION

**BS, General Studies, Emphasis in Business and Fine Arts**, Ohio University

**Certificate, Multimedia & Web Design**, Portland State University, Professional Development Program

**Coursework in Web Design and Interactive Media**, The Art Institute of Portland

## COMMUNITY INVOLVEMENT

Helped raise \$300K for the Ainsworth School Foundation for additional teachers and resources at their annual auction by managing their website content, online ticket sales and AuctionPay integration.

Obtained grants for SAWERA – assisting South Asian women victims of domestic violence.

Raise funds for Penukonda grade school in Andhra Pradesh, India where basic school supplies, bathrooms, health and hygiene training and flooring have improved conditions for learning.

Built a website for the Young India Project's Handwork Center, showcasing local handiwork and empowering participants to become self-sufficient.

Tutored refugees in English at IRCO, an organization that promotes the integration of refugees and immigrants into the community.

Volunteered at Ten Thousand Villages, a non-profit retail store offering fair trade merchandise.