

Shellie Bedi

2738 SW Patton Court

Portland, Oregon 97201

Phone: • 503•358•7043 • Email: shelliebedi@gmail.com

Direct Marketer • Web Strategist • Analyst

OBJECTIVE Marketing Position with a Socially Responsible Organization

SUMMARY Combine expertise in direct marketing with a deep knowledge of online media to bring a high level perspective to marketing efforts. Work closely with stakeholders to understand business needs and desired outcomes. As a team player and communicator, utilize experience in the following areas to achieve objectives:

Campaign & List Management	Market Research
Marketing Database Development	Search Engine Optimization
Response Analysis & Reporting	Email Marketing
Writing & Editing	Personas & Task Analysis
Forecasting & Strategic Planning	Vendor & Partner Management

EXPERIENCE **SIGHTWORKS, Inc.** • September 2006 to July 2008

Internet Marketing Director

Work with clients to realize their online marketing goals through discovery, user profiling, information design and content management. Manage email marketing campaigns and deliver recommendations based on web analytics and keyword research.

CONTRACTOR • June 2000 to September 2006

Marketing Consultant

Provided marketing support, analytics and research for direct marketing and online channels. Client roster includes Norm Thompson, 800.com and Rejuvenation.

800.COM • November 1999 to June 2000

Manager Database Intelligence

Developed email marketing campaigns and other marketing efforts to support web channel. Evaluation of response to improve return on investment.

NORM THOMPSON OUTFITTERS • December 1991 to October 1999

Director Market Research & Analysis • Marketing Database Manager

Managed circulation plans and production schedule for outdoor performance apparel catalog Early Winters, preparing campaigns and testing based on analysis and catalog performance reviews. Developed 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.

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EXPERIENCE (continued)

GUMP'S MAIL ORDER, SAN FRANCISCO • July 1985 to November 1991

Circulation Manager

Managed multiple catalog mailings including production schedules, vendor management, list rentals and performance evaluation for stakeholders.

THE SHARPER IMAGE, SAN FRANCISCO • February 1983 to July 1985

Circulation Coordinator

Coordinated list rentals and segmentation for multiple catalog mailings.

EDUCATION

MULTIMEDIA & WEB DESIGN PROGRAM • PSU EXTENDED STUDIES

Completed Certificate program June 2005

MULTIMEDIA & WEB DESIGN PROGRAM • THE ART INSTITUTE OF PORTLAND

Attended 2003 and 2004

BACHELOR OF GENERAL STUDIES WITH FOCUS ON BUSINESS & PHOTOGRAPHY

OHIO UNIVERSITY

STRENGTHS

- Manage budgets, timelines, work scope, creative briefs and technical specs
- Deep understanding of direct response and the concepts of testing, contact strategy, predictive technologies and customer segmentation
- Organize written and numerical data and present findings in a clear and precise format to key stakeholders
- Strong communication skills (verbal and written)
- Ability to nurture team relationships and exceed expectations
- Seek to understand business requirements and user needs
- Systematically manipulate data to uncover insightful patterns
- Seasoned problem solver and disciplined thinker
- Disciplined organizational skills with strong attention to detail
- Create strong teams and positive working relationships
- Relentless, curious and committed to finding the right solution
- Establish best practices, refine processes, and create documentation to support business

SOFTWARE

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

INTERESTS

SUPPORT OF NGO IN SOUTH INDIA • ANDHRA PRADESH

- Development of website to showcase handicrafts of women members of the Handwork Center, a sub-group of the Young India Project
- Support the Guttur School in Andhra Pradesh, India through fundraising and ongoing donations
- Support the Young India Project through ongoing donations
- Travel • Photography • Cooking