

# MARK HATTING

## SUMMARY

Results-driven digital marketing manager and leader with 15 years of experience in e-commerce, digital marketing, and team development. Demonstrated success in executing go-to-market strategies, integrated marketing campaigns, and customer lifecycle initiatives. Skilled in marketing analytics, content development, and stakeholder collaboration to drive measurable business growth.

## EDUCATION

- Portland State University, BS in Marketing, 2018 (Magna Cum Laude)
- Eagle Gate College, AS in Graphic Design, 2009 (Cum Laude)

## EXPERIENCE

*Aosom LLC, Wilsonville, OR:* E-Commerce Analyst (Jan 2016–Oct 2017), Content Team Manager (Oct 2017–Dec 2023), Head of Content & Analytics (Jan 2024–June 2024)

- Introduced a product category seasonality model to guide merchandising, load balancing, and marketplace timing, influencing prioritization across listing, promotion, and ordering cycles.
- Created a gap report to identify underrepresented product categories by marketplace; used theoretical revenue models to advocate for strategic expansions and coordinate with marketplace partners.
- Developed and operationalized a “Stale Listing Optimization” process to refresh outdated, unsold SKUs and recover product costs, contributing to improved inventory turnover and P&L credits.
- Analyzed historic sales and pricing data to reveal optimal price band performance, supporting profitability reviews, vendor negotiations, and strategic promotions planning.
- Designed and implemented the PLUR (Product Listing Update Request) system, cutting listing errors by 50% year-over-year through structured intake workflows and QA processes.
- Authored a product listing style guide and developed an audit process for evaluating copyeditor performance; leveraged results to deliver training, corrective action, and identify skills gaps in content development.
- Led a cross-functional team of 3–5 in campaign planning, content creation, and performance reporting. Managed full-cycle talent processes, including recruiting, interviewing, onboarding, performance reviews, and terminations.
- Executed go-to-market strategies for product launches across major marketplaces (Amazon, Walmart, etc.).
- Grew email marketing channel revenue from <1% to nearly 7% of total website revenue using behavioral and transactional campaigns.
- Conducted customer segmentation and A/B testing to optimize messaging and conversion.
- Created marketing dashboards to track KPIs, channel performance, and ROI.

## MARK HATTING

- Partnered with Product, Operations, and Customer Service teams to align on product positioning, merchandising, and channel strategy.
- Spearheaded change management initiatives during organizational transition; assumed interim operational leadership responsibilities.

### *PIP Marketing / Design / Print, Portland, OR: Creative Servant (Oct 2011-Dec 2015)*

- Managed print and digital media production, including quality control, layout, and identity design.
- Designed and implemented a CRM system for a national contractor co-op, improving customer retention and reporting.
- Developed and maintained a custom subscription-based web application still in use.
- Increased web traffic and lead generation through SEO, content marketing, and campaign execution.
- Collaborated directly with clients and internal teams to develop marketing collateral aligned to brand strategy.

## SKILLS

- **Core Marketing:** Integrated Marketing, Email Marketing, Content Strategy, Branding, Lifecycle Campaigns, Brand Positioning, Marketing Strategy
- **Core UI/UX:** User Research & Testing, Wireframing, Prototyping, Responsive Design
- **Core Web Development:** HTML/CSS, JavaScript, PHP, Database Management
- **Analytics & Tools:** Data Visualization, Google Analytics, A/B Testing, KPI Dashboards, Marketing Automation
- **Technical:** SEO, CMS, Graphic & UI Design (Adobe Suite), Web Development, Microsoft Office Suite
- **Leadership:** Cross-Functional Collaboration, Team & Stakeholder Management, Change Management, Strategic Planning

## CAREER HIGHLIGHTS

- **Email Marketing Growth:** Drove behavioral segmentation and automation that grew email channel revenue from <1% to 7%.
- **Cross-Functional Alignment:** Built processes that connected Product Team, Content Team, and Operations to improve time-to-market.
- **Marketing Innovation:** Created lasting digital solutions including CRM and web apps that improved client performance and internal efficiency.
- **Profit Recovery:** Created a process to identify and refresh underperforming SKUs, enabling inventory cost recovery and generating P&L credits.
- **Process Improvement:** Designed and implemented a cross-functional listing update system, reducing product listing errors by 50% year-over-year through improved QA workflows.