

GENEVIEVE (GENNY) GOERGEN

EDUCATION

John Carroll University

Master of Business Administration

Graduate Assistant for John Carroll Varsity Women's Soccer

John Carroll University

Bachelor of Arts, Majors: Economics, English

John Carroll University Honors Program (Dean's List for six semesters)

Regent's American College London

Study Abroad

University Heights, OH

Class of 2016

GPA – 4.0

University Heights, OH

Class of 2014

GPA – 3.65

London, UK

Spring Semester 2012

PROFESSIONAL EXPERIENCE

GOJO Industries, Inc., Omnichannel

Akron, OH

PURELL® Associate Marketing Manager

Day to Day Role:

November 2018 - Present

- Develops and supports marketing initiatives on Amazon Advertising platform, including Amazon Keyword and Programmatic campaigns; analyzes data and optimizes strategy according to data
- Collaborates with art department and copy writers to build creative that optimizes campaigns and advertising initiatives
- Collaborates with stakeholders across market verticals to develop marketing collateral and align on advertising stories
- Analyzes sales trends using third-party software to identify and monitor top-selling SKUs across E-Commerce platforms
- Manages E-Commerce fixed marketing budget; maintains tracker and provides monthly reports on budget status
- Manages 600 products for GOJO's 1P Amazon.com catalog; publishes basic and enhanced content for Amazon.com product listings, publishes new products to Amazon.com, facilitates SKU rationalizations and new SKU onboarding
- Manages launching reviews for new products on Amazon with Amazon VINE program
- Manages and executes initiatives across the Amazon account that optimize catalog integrity; this maximizes order fulfillment, increases PO processing efficiencies, and eliminates third-party manipulation of GOJO data
- Leads basic and enhanced content development for Omnichannel accounts that helps elevate the PURELL Brand across platforms and improves ranking in search algorithms
- Manages GOJO's Online Marketplace Reseller Program
 - Communicates with resellers during program application process and facilitates onboarding
 - Monitors unauthorized third party resellers on E-Commerce sites and takes appropriate enforcement measures
 - Files Amazon Brand Registry cases against third party resellers infringing on GOJO trademarks
 - Created enterprise SOP for reseller program to align on actions taken against reseller violations
 - Created eLearning Training Program for resellers which outlines program requirements/standards

Large Projects:

- Created selling/training materials highlighting GOJO's go-forward product assortment that can be leveraged across Omnichannel accounts for DSR and End User trainings
- Completed PURELL Brand Store for Amazon that creates an engaging experience for PURELL shoppers on Amazon
- Developed Amazon Keyword and Programmatic Advertising Dashboards that captures key metrics, category changes, and budget modification; enables team to efficiently draw insights and make optimizations to marketing strategies
- Created Amazon Catalog SOPs to outline best practices when working in Amazon Vendor Central
- Led a year long project which audited the Amazon.com catalog to identify areas for improvement and data correction; enhanced customer experience on product pages and reduced Amazon fines for ordering errors
- During COVID surge, established SOP for Amazon order processing which enabled team to process weekly Amazon.com orders efficiently despite demand
- Streamlined portfolio for Walmart.com and Amazon.com to create pricing firewalls across platforms

MH Eye Care / a MarketHATCH Co., Inc.

Akron, OH

Marketing Manager

May 2016 - November 2018

Day to Day Role:

- Created and managed annual marketing budget and strategy; ran daily and weekly sales reports
- Brainstormed, organized, and tracked results of regular e-blasts and postcard mailings; writer/editor of website content
- Designed and executed focus groups and surveys of optometry and ophthalmology offices to identify buying patterns
- Researched, planned, and launched new products and service lines; initiated relationships with vendors
- Maintained customer relationships, onboarded new customers into Great Plains (GP); performed in field sales calls
- Built and introduced features in GP to streamline order placement process and storing customer contact information
- Managed Marketing Associate and trained new staff on company procedures and practices

Large Projects:

- Researched and implemented new e-commerce website platform; worked with web developer to envision, create, and build company's e-commerce site; developed and executed strategy to introduce the new site to customers and prospects
- Led companywide effort to establish business and marketing strategies using SMART goals and buyer personas
- Introduced social media initiative; created strategy and oversaw posts; attended SkillPath Social Media Conference
- Instituted Google Analytics and Google My Business; monitored SEO results and created weekly website performance reports

Camcode, Division of Horizon's Incorporated

Cleveland, OH

Marketing Communications Intern

Summer 2015

- Created and prepared documents and displays for various trade shows as well as meetings at the UN
- Developed templates to streamline the Request for Proposal (RFP) bidding process
- Wrote white papers, video website scripts; edited and published blog posts, social media, and sent monthly client e-blasts
- Started Google Merchant Center Account; analyzed and prepared reports for AdWords results

Safeguard Properties

Cleveland, OH

Vendor Management Business Analyst Intern

Summer 2014

- Performed vendor network audits to ensure compliance with national standards; flagged non-compliant vendors
- Ran weekly reports to tabulate impact of new vendors added to network; identified and resolved vendor payment disputes
- Completed 10 written procedures to promote consistency within Safeguard's internal processes

Dwellworks

Cleveland, OH

Supply Chain Intern

Summer 2013

- Prepared financial forecasting and monthly financial reports for management
- Maintained and expanded Dwellworks' supplier network by sourcing and certifying new members
- Created unique property database survey, sent to 10,000 appraisers, compiled reported results
- Attended professional development opportunities including Business Etiquette, interview skills and MAGIC (Making a Great Impression on the Customer) customer service training

PROFESSIONAL MEMBERSHIPS

Beta Gamma Sigma Member, national honors society for AACSB International accredited business programs *Spring 2016 – Present*

Alpha Sigma Nu Member, Member of the National Jesuit Honors Society *Fall 2012 - Present*

Sigma Tau Delta, Member of the National English Majors Honors Society *Fall 2012 – Present*

PUBLICATIONS

John Carroll University Carroll Collected

Spring 2014

- Studied, researched, and published an academic article entitled "[Are U.S. Sports Leagues Recession Proof?](#)"

ADDITIONAL SKILLS

Analytical

- SAP
- Amazon Vendor Central, Brand Registry
- Google Analytics
- Microsoft Excel
- Survey Monkey
- Great Plains
- Google My Business
- Critical Thinking
- Decision Making

Creative

- Web content writing
- BigCommerce Web Development/Maintenance
- CorelDraw
- Editing
- MailChimp
- Social Media
- Microsoft Office Suite

Interpersonal

- Leadership
- Organization
- Collaboration/Teamwork
- Coaching