

Emily Sarah Panzer

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Creative marketing professional with over 15 years of experience in digital design and creative project management, specializing in the ecommerce industry.

Education

University of Florida

August 2004–December 2007

Bachelor of Science, Journalism
Minor in Jewish Studies

Austin Community College

May–August 2008

Webmaster Certification Program

School of Visual Arts

September–December 2018

Typography

Technical Skills

Design Software Figma, Photoshop, Illustrator, InDesign, Dreamweaver

Ecommerce, CMS & Email Marketing

Squarespace, Shopify, WordPress, Mailchimp, Cvent, Magento, Demandware, Salesforce, Bronto

Project Management JIRA, Asana, Monday, FigJam

Front-End Development HTML, CSS, responsive design, working knowledge of Computer Science principles and languages

Digital Marketing Google Analytics, SEO, A/B testing, social media marketing, display ads and retargeting

Affiliations

New York Cares Rising Leaders Council,

December 2017–present

Board President, October 2021–2023

Medley leadership coaching program,

April 2023–March 2024

Published in AdRoll's *Big Data Big Ideas*,

June 2015

Vendy Awards planning committee,

February 2012–September 2016

New York Cares volunteer,

October 2010–present

Alpha Epsilon Phi sorority, Alpha Tau chapter, August 2004–December 2007

Work Experience

Pitney Bowes, Ecommerce Logistics and Technology, *Remote*

Project Lead, Global Ecommerce Creative, January 2023–December 2023

Senior Visual Designer, March 2019–January 2023

Visual Designer, January 2016–March 2019

Establish project management processes for the creative team. Intake and delegate project tickets, balance workloads, manage timelines to keep projects moving. Orchestrate internal stakeholders, while managing expectations and feedback. Administer file management and handoff.

Brainstorm, concept, design, develop, and maintain innovative B2B marketing campaigns and tools across the business, supporting sales enablement, events, digital and social campaigns, out of home marketing, HR campaigns, launching new services, rebranding services, launching new facilities, and more.

Oversee the Borderfree global ecommerce B2C website—reaching over 1M account holders, and 2M+ users each month. Execute monthly marketing themes across the website, email and social channels. General website maintenance, testing and optimization. Develop original content, microsites, and digital experiences.

Reimagine Borderfree global ecommerce checkout solution, used by 200+ top ecommerce retailers, through visual design, user testing and conversion optimization.

Jonathan Adler, Interior Design Company, *New York, NY*

Ecommerce Web Designer, April 2015–January 2016

Manage end-to-end email marketing: concept, design, code and deploy emails (average of 3 per week, reaching 250,000 subscribers).

Revitalize the website with visual updates and enhancements to support seasonal product and marketing campaigns.

Storyboard wireframes and craft mockups for UX site updates to improve upon site aesthetic and functionality. Manage Agile development process by third-party development team.

Develop strategy, creative, and workflows for CRM by analyzing customer behavior and data throughout the customer lifecycle to assist in customer retention, driving sales growth.

Launch and manage Bluecore triggered email program allowing the company to recover revenue with abandoned cart and abandoned search campaigns.

Administer AdRoll retargeting marketing program—analyze analytics, adjust creative, and strategy to maximize the budget.

White + Warren, Luxury Cashmere and Knitwear Brand, *New York, NY*

Graphic Designer/Web Coordinator/Social Media Manager, July 2012–April 2015

Architect the email marketing program. Design and code three marketing emails per week, reaching 20,000 customers. Manage deployment, list management, and customer lifecycle journey-building. Analyze and report daily email KPIs, using these numbers to devise a data-driven quarterly editorial content calendar.

Streamline website maintenance: merchandise, refresh homepage and landing page visuals, add and set up new products in Magento backend.

Launch sales enablement tools like targeted emails, trend reports, market invitation and event invitations.

Quint & Quint, Direct Marketing Agency, *Brooklyn, NY*

Junior Designer/Production Manager, October 2010–June 2012

Design/Production Assistant, September 2008–October 2010

Edible Austin, Food Magazine, *Austin, TX*

Editorial Assistant, May–August 2008

Impact Productions, Design Agency, *Austin, TX*

Intern, May–August 2008