

Tyra T. Nguyen

Houston, TX 77077 | 346-324-8288 | t.dowinn@gmail.com | www.linkedin.com/in/tyrawinn

Skills & Abilities

- ✓ Efficient in MS Suite Office (Outlook, Excel, PowerPoint)
- ✓ CRM & ERP System (Salesforce, Netsuite, Cin7)
- ✓ ECOM Omni Channels (Shopify, Home Depot Vendor, Walmart Vendor, Wayfair Vendor, Amazon Seller Central)
- ✓ Accounting & Budgeting
- ✓ Data Analytics & KPI Tracking
- ✓ Data Visualization (Power BI)
- ✓ UX/UI fundamentals & A/B Testing
- ✓ Familiar with EDI, APIs & Liquid template

Experience

WORTH PRODUCTS GROUP | HOUSTON, TX (www.tryblendsmart.com & www.worthhp.com)

E-commerce Manager

09/2021 – 06/2023

- Oversaw and streamlined business operation of multiple eCommerce brands' websites, big e-tailer marketplaces, budgets, and projections. Achieved a 30% growth in e-commerce revenue and exceeded company growth goals.
- Collaborated with the marketing team to optimize digital product stories and deliver a strong brand experience while focusing on conversion rate optimization. Continuously implemented and managed paid acquisition strategies while optimizing performance metrics such as CAC, ROI, PPC, and LTV.
- Served as a product manager, aiding growth strategies and product launches, while overseeing the development and launch of new products and e-commerce marketplaces.
- Proactively addressed marketplace and vendor concerns, resolved listing and compliance issues, while innovatively tested new sales tactics, such as pricing models, promotions, cross-selling, upselling, and bulk sales, implementing mid-day pivot strategies when needed.
- Worked closely with cross-functional teams to ensure website & landing pages alignment with corresponding marketplaces channels appearance. Analyzed site data to proactively recommend and implement strategic changes and experiments, with the goal of improving key areas such as conversion rate, ATC, AOV, time on site, CX, and more.
- Owned monthly, quarterly, and yearly P&L reporting, providing accurate ROI reporting across all sell channels. Developed concise monthly & quarterly KPI reporting, and analyzed site data to proactively recommend and implement strategic changes and experiments for the management team.
- Actively monitored industry trends, competitive landscapes, and customer preferences to identify emerging opportunities and stay ahead of market developments. Conducted forecasting, market research and competitor analysis to inform strategic decision-making and enhance our competitive advantage.

SELF-EMPLOYED | (<https://nostalgighome.com/>, <https://www.shopskintopia.com/> & <https://www.chucklecouture.com/>)

E-commerce Store Owner

03/2019 – current

- Developed and managed e-commerce websites on Shopify, optimizing user experiences through integrations and add-on applications.
- Demonstrated proficiency in Search Engine Marketing (SEM), Search Engine Optimization (SEO), and affiliate marketing to enhance lead generation and optimize conversion rates.
- Owned and managed the entire end to end operation and transactional process with Amazon Seller Central including brand registry, product listing, inventory planning, logistic.
- Successfully launched multiple private label products on Amazon. Effectively set up Pay-Per-Click (PPC) advertising campaigns & listing optimization to boost online visibility and sales ranking performance.

- Utilized marketing and analytics tools, including Google Analytics, Meta Business Center, Jungle Scout, AMZ Scout and Helium10, to optimize conversion, keywords and marketing effort.

DP INSURANCE AGENCY, INC | HOUSTON, TX

Account Executive

08/2019 – 09/2021

- Identified opportunities for market expansion and growth by leveraging digital channels. Took the initiative to enhance our agency's online presence by actively managing the company website.
- Implemented lead capture mechanisms, optimized landing pages, and integrated contact forms to facilitate seamless lead generation.
- Leveraged email marketing campaigns and automated workflows to nurture leads and drive customer retention. Developed personalized email content and utilized segmentation strategies to deliver tailored messages to different customer segments.
- Worked closely with cross-functional teams, including sales, underwriting, and customer service, to deliver comprehensive insurance solutions to clients. Collaborated on sales presentations, developed proposals, and negotiated terms to secure new business and expand market share.
- Ran and analyzed performance data from company databases to compile monthly and yearly reports summarizing gross sales commission for senior management review.

Account Manager

07/2016 – 08/2019

- Negotiated B2B sales deals between customers and the agency, successfully produced over 50 new business quotes with approximately 65% conversion rate per month in wide ranges of commercial insurance products.
- Ensured high client retention by proactively managing client relationships, resolving disputes, and mitigating risks to maintain client satisfaction. Resulted in maintaining at least 70% of monthly renewal rates.
- Conducted comprehensive information gathering on clients' business operations, including revenue, gross sales, and payrolls. Utilized this data to assess risks, code products, and determine appropriate classifications, ensuring accurate pricing and profitability.
- Successfully managed a portfolio of \$2M/year client accounts, ensuring their insurance needs were met and providing exceptional customer service. Maintained regular communication with clients to address inquiries, provide policy updates, and offer tailored insurance solutions.

FARMERS INSURANCE – DONG INSURANCE AGENCY | HOUSTON, TX

Customer Specialist

03/2015 – 07/2016

- Interpreted products and policies information between clients and companies regarding underwriting, account change, contract term and policy.
- Managed high volume of over 30 in-bound/out-bound daily calls pertaining to reconciliation of delinquent accounts; followed up on denials, overdue payments, extensions, and other special circumstances.
- Reduced financial discrepancies by identifying, researching, and resolving billing variances to maintain system accuracy and currency while processing applications and cancellations.

Education

BACHELOR OF SCIENCE: BUSINESS - INFORMATION TECHNOLOGY MANAGEMENT

Western Governor University – Austin TX