

KYLE OVERACKER

Marketing Manager, Amazon

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PROFESSIONAL SUMMARY

Adept Marketing Manager with a proven track record of growing responsibilities with over a decade of marketplaces experience, excelling in e-commerce strategy and team leadership, specializing in the Amazon Marketplace. Proficient digital marketing and strategic planning to drive significant brand visibility on Amazon, enhancing sales through SEO, PPC, and analytics. Demonstrated expertise in fostering stakeholder relationships, ensuring standout market performance and brand development.

EXPERIENCE

Marketing Manager - Marketplaces, BEL USA, LLC,

August 2020 - February 2024

- Spearheaded Amazon marketing initiatives, resulting in YoY sales increases of 95% in 2021, 63% in 2022, and 57% in 2023, culminating in nearly \$16M in sales through the application of Amazon best practices and marketplace strategies.
- Commanded a \$3M annual PPC budget, achieving the targeted 3.5 tROAS and maintaining a positive weekly Net Contribution Margin across 6,000+ products in over 7 categories while surpassing sales goals 29 months in a row.
Leveraged key research insights to improve SEO and conversion rates to propel organic sales to over \$7M/ year in 2023.
- Tackled various Director of Marketing tasks, including partnering with internal stakeholders on product sourcing, production lead times, and pricing and inventory management to design integrated marketing plans for new product launches and catalog expansion and maximizing sales.
- Directed and mentored the Amazon team in various facets of the business, including titles, SEO research, A/B testing, customer service and creative aspects to expand the company's online presence

Project Manager, RegEd

September 2019 - August 2020

- Collaborated with multiple teams on complex multi-product projects, keeping stakeholders informed and ensuring alignment with project goals.
- Managed client interactions to align expectations with project outcomes through strategic planning and stakeholder engagement.
- Provided clear direction to internal teams, setting expectations and due dates for deliverables.
- Utilized strong communication skills to effectively collaborate with stakeholders at all levels of the organization.

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Client Strategy Manager, Channeladvisor

December 2017 - July 2019

- Provided strategic coaching on Amazon Marketplace best practices, including marketing techniques, data enhancement, competitor monitoring and pricing research to enhance team capabilities and client performance for over \$150M / year in client revenue.
- Conducted a detailed analysis of client accounts and listings and created a roadmap of strategic initiatives to meet client objectives.
- Collaborated with team members to analyze marketing performance and either execute strategic initiatives or offer actionable insights to clients to meet sales objectives, based on client contract parameters.
- Fostered client relationships and communicated with account management and sales teams to sustain high renewal rates.

Marketing Manager, Marketplaces, Taylor Wireless

December 2014 - November 2017

- Developed expertise in creating eBay and Amazon listings and optimizing product visibility on the platform.
- Thoroughly learned Amazon, Amazon FBA, and SFP from the ground up, learning best practices, maintaining and improving account health, and growing sales.
- Developed a proficient production team through effective coaching strategies while maintaining high quality assurance standards.
- Engaged with the customer retention team to provide rapid, informed, and personable responses.
- Implemented strategies to increase customer satisfaction ratings with prompt delivery times.

Marketing Strategist, Marketplaces, Taylor Wireless

November 2012 - December 2014

- Launching Amazon, maintaining eBay, and driving sales through excellent content, optimized product detail pages, clean photography and Sponsored Products advertisements with efficiency allowed us to strategically build a sound multi-channel strategy.
- Systematically and logically implementing systems including Inventory Management, Multi-Channel Management, and Shipping allowed us to create a cohesive ecosystem that has leveraged our efforts to scale, grow our sales to over \$2.5m, and maintain margins.
- Developed a strong foundation for e-commerce as a reseller in areas of Amazon Seller Central, FBA, quality assurance, logistics, product detail page design, SEO, and marketplaces management.

EDUCATION

Bachelor of Arts (B.A.) in Marketing Concentration
Catawba College, 2009

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SKILLS

- Content Strategy
- Digital Marketing
- Strategic Planning
- Keyword Research
- Amazon PPC Advertising
- Sales Forecasting
- Promotions Management
- Listing Optimization
- Marketing Analytics
- E-commerce Strategy
- Product Launches
- Competitor Analysis
- Brand Development
- Amazon Analytics
- Amazon Brand Registry

REFERENCES

References available upon request