

EMMA NAIRIN

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SUMMARY

An experienced and driven strategy and marketing professional with a demonstrated background in sales analysis, strategy, operations, creative content, project management, forecast, product management, data analytics, communication, team collaboration, leadership, site experience creation, merchandising, CRM, onboarding brands, brand development, in the retail, financial, and CPG industries

EDUCATION

UNIVERSITY OF CALIFORNIA LOS ANGELES, Los Angeles, California
B.A., Communications and World Arts and Culture, 2015-2019

EXPERIENCE

AMERICAN EXPRESS, New York, New York

Sr. Associate, Delta Co-Brand Acquisition Strategy, 2023

- Increasing YoY conversion by 15% in co-brand's largest channel by redefining offer and segmentation strategy.
- Delivering ~50% of all Delta card member acquisition by strategically developing and driving digital marketing and data capability roadmap through A/B tests and offer strategy.
- Seamlessly integrating new, industry-leading co-brand benefit "TakeOff15" into flight booking journey, driving +100% MoM lift in conversion
- Introduced a new premium targeting model to acquire higher quality prospects; drove uplift of 60% in annualized revenue.
- Executing monthly and FY forecasting and reporting; built model that improved forecast accuracy to <3% variance MoM.
- Managing two analysts to help foster business education and increase team productivity.

SUPER COFFEE, New York, New York

Digital Marketing Operations Manager, 2022

- Owned campaign and project management for the digital team to increase new customer awareness by 40%, while collaborating cross functionally with the brand team to create the best-in-class experience.
- Oversaw all site merchandising and strategy on our DTC site, which saw a 200% increase in revenue in 2022 vs. past years.
- Conducted financial analyses and maintain budgets and P&Ls to ensure everything is running smoothly and finding any missing gaps within the business.

Digital Coordinator, 2020-2021

- Standardized an inventory replenishment strategy by working with our logistics team and warehouse partners to ensure the best-in-class customer experience.
- Scaled performance marketing efficiently across paid search (Social, PPC, Affiliate, Podcast, Display) and organic marketing (SEO, Email, SMS) to help grow new customer acquisition by 30% while managing multiple external agencies.

WALMART, Hoboken, New Jersey

Site Management Analyst, 2020

- Created site experience for office supplies team during back-to-school campaigns, increasing traffic by 10% year over year.
- Developed visual merchandising strategy for school supplies department main pages.
- Led online strategy to optimize customer experience and drive traffic, sales and conversion, including SEO, taxonomy, and cross-category initiatives..

Category Specialist, Fitness Accessories and Fitness Recovery, 2019-2020

- Managed two different categories in Exercise and Fitness on Walmart.com while working cross-functionally with finance, business development, site experience, and marketing to exceed financial and inventory KPIs.
- Led onboarding and business development for all new suppliers for the entire department.

SKILLS AND INTERESTS

Skills: MS Office Suite | Adobe Analytics | Shopify | Sketch | Figma | Amazon Seller | CRM | Project Management Tools | Looker

Interests: Golf, Skiing, Cooking, Trying new restaurants, LA Sports Teams, Concerts