

SHIVA VEMIREDDY

UC Berkeley | BA in Economics

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DIGITAL MARKETING SPECIALIST

Results-driven eCommerce and digital marketing specialist with 3+ years of experience in online merchandising, campaign management, and customer journey optimization. Proven ability to drive revenue growth, execute data-driven marketing strategies, and enhance user experience through A/B testing, SEO, and personalization. Passionate about leveraging analytics to optimize web campaigns and promotions.

WORK EXPERIENCE

Ecommerce Marketing Manager

May 2023 - present

Swoveralls | Brooklyn, NY

- Developed and **executed cross-channel digital ad campaigns**, increasing orders by 51% and reducing CPA.
- **Optimized email marketing workflows** in Klaviyo, boosting monthly email revenue by 36%.
- **Led A/B testing to improve UX and ad conversion**, driving a 104% increase in total page views.
- **Managed site merchandising strategies**, implementing upselling tools (GWP, Post-purchase Offers, Bundle Discounts) to increase AOV by 15.6%.
- **Spearheaded SEO initiatives** to enhance organic traffic and improve search rankings.
- **Streamlined product launches** with Asana task automation, ensuring 100% on-time launch success.
- **Executed backend automation for pre-orders**, achieving a 98% timely fulfillment rate and improving customer experience.

Associate Product Manager (B2B SaaS)

August 2021 - August 2022

Anvai | San Jose, CA

- **Led market research and competitive analysis** to identify feature gaps and improve product positioning.
- **Optimized website UX and content strategy**, generating 7+ new product demo requests and increasing lead generation.
- **Shadowed technical review meetings** to gain product insights and inform strategic enhancements.

Digital Marketing Intern (B2B SaaS)

October 2019 - March 2020

Predera | Milpitas, CA

- **Developed digital marketing and lead generation strategies** via social media, cold-calling, and product demos.
 - **Published 11 SEO-optimized blog posts**, attracting AI developers and increasing site traffic.
 - **Assisted in preparing press kits**, securing 3 published articles featuring the company and founder.
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SKILLS

- **eCommerce Merchandising:** Web campaigns, promotions, conversion optimization, UX design.
 - **Data-Driven Marketing:** A/B testing, personalization, Adobe Analytics, GA4.
 - **SEO & Organic Growth:** On-page SEO, keyword optimization, organic traffic growth.
 - **Project Management:** Asana, cross-functional collaboration, deadline execution.
 - **Technical Tools:** Klaviyo, Shopify, Adobe Creative Suite, Microsoft Office (Excel, PowerPoint).
 - **Customer-Centric Strategy:** Personalization tactics, user behavior analysis, conversion optimization.
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CERTIFICATIONS

- **Google Data Analytics Certification (Coursera)**
- **Digital Product Management: Modern Fundamentals (UVA Darden)**
- **Fundamentals of Digital Marketing (Google Digital Garage)**