

KRISTEN RIDOUT

303.214.8478 • ridout.revelation@gmail.com • www.ridoutrevelation.com

PROFESSIONAL PROFILE: ECOMMERCE DIRECTOR AND STRATEGIST

eCommerce leader with 15+ years of experience driving growth through data-driven strategies and building high-performing teams and successful online stores. Proven ability to craft comprehensive eCommerce strategies, optimize marketing channels, and leverage customer insights to achieve significant sales and profitability gains.

ECOMMERCE STRATEGY & OPERATIONS

E-commerce Strategy
Marketing Strategy
Online Merchandising Strategy
Product Catalog Management Strategy
Search Engine Optimization (SEO)
Conversion Rate Optimization (CRO)
UX/UI Design & Graphic Design
Budgeting & Forecasting for E-commerce
Profit & Loss (P&L) Management

MARKETING STRATEGY

Content Strategy
Channel Strategy
Social Media Strategy
Marketing Automation Strategy
Email Marketing Strategy
Pricing Strategy
Marketing & Ecommerce Analytics
Market Research

LEADERSHIP

Team Management & Leadership
Staff Development
Coaching & Mentorship
Inspiring & Motivating Teams
Recruiting & Hiring Top Talent
Conflict Management
Effective Communication
Performance Evaluation
Virtual/Remote Team Leadership

EXPERIENCE

CRO & SEO Manager | UX Strategist & Designer at ToolNut.com

Nov 2020-August 2023

- Led the development and execution of SEO and UX strategies, resulting in a 31% increase in organic traffic, an 18% revenue increase, and a 57% conversion rate improvement.
- Spearheaded the launch of a Yotpo-powered loyalty program, attracting over 300,000 members.
- Implemented and managed SearchSpring site search strategy with 37% of on-site revenue attributed to search.
- Established e-commerce brand guidelines for ToolNut, ensuring consistent aesthetic and UX across all online platforms.
- Developed effective UI/UX designs and manage the implementation project and development team.
- Developed data-driven content strategy aligning SEO, UX, and merchandising, increasing organic traffic and sales.
- Managed SEO execution - audits, analysis, keyword research, link optimization for significant organic search visibility gains.
- Redesigned sites to enhance SEO, and improve conversion rate using A/B testing and customer-driven decision-making.
- Redesigned transactional emails and landing pages for customer experience using Narvar.

Digital Marketing Manager at Joy Organics.com (*covid layoff*)

Jan 2020 to Mar 2020

- Strategic digital marketing team manager responsible for driving online revenue in an omnichannel environment.
- Led a strategic digital marketing team, driving online revenue growth in an omnichannel environment.
- Oversaw e-commerce manager, optimizing UX for increased conversion and revenue.
- Spearheaded a redesign of key UX elements, resulting in a significant uplift in conversion rate and revenue.
- Developed and managed all on-site promotions and digital campaigns, maximizing online sales.
- Implemented data-driven decision-making through comprehensive reporting and analysis.
- Supervised the team transitioning from WooCommerce to Shopify, ensuring smooth platform migration.
- Managed a complex portfolio of interdepartmental projects, delivering results on time and within budget.

eCommerce Manager at Renovation Brands (electricfireplacesdirect.com)

June 2016 to Oct 2019

- Grew previously declining top-line **8-figure revenue by 121%**, **AOV by 79%**, and **CVR by 22%** through optimization of UX, Content Strategy, Search Strategy, Pricing Strategy, Email Marketing Strategy, Promotion Strategy, Channel Strategy, Retention Strategy, Digital Marketing Strategy, and Online Merchandising.
- Grew Amazon marketplace **6-figure revenue by 200%** through Optimizing and Merchandising listings, Competitive Pricing Strategy, Promotions Strategy, Retention Strategy, and the development of exclusive and proprietary SKUs.
- Improved **Organic Search Traffic by 30%** through employing keyword strategies, content strategy, and SEO techniques.
- Improve **NPS Score from 22 to 54** in 6 months by evaluating, assessing, and addressing issues within operations, customer service, and on-site experience.
- Spearheaded full-scale redesign of UX, developing designs for A/B testing and supervising development team implementation.
- Utilized A/B Testing and Customer Feedback for continuous improvement of UX.
- Executed A/B testing ideas for landing pages and on-site content optimization.
- Led re-platforming and data architecture redesign projects from Netsuite to AMP.
- Optimized landing pages based on customer-driven data.
- Implemented Merchandising best practices to improve product presentation and navigation.
- Merchandised dozens of SKU's categories, keywords, promotions, and landing pages.
- Enhanced product discoverability and boosted sales through an improved on-site search strategy, leveraging Nextopia (SearchSpring) for search optimization and Netsuite for data architecture improvements.
- Optimized pricing strategy to handle rapidly changing competitive landscape.
- Monitored revenue, margins, pricing changes, AOV, CVR, and daily sales across all categories and channels.
- Leveraged social proofing to build trust and encourage buying decisions.
- Developed a cross-selling and upselling strategy to suggest items dynamically for site users.
- Managed the site catalog and product development team, improving efficiency and content creation/upload.
- Implemented SEO Best Practices for on-site and off-site optimization.
- Performed Keyword Research to position the site for optimal content relevancy.
- Optimized external page content and internal data/structure for SEO and UX purposes.
- Created and maintained an executive promotional calendar creating all visual content and promotional assets.
- Developed and managed branding strategy, brand guidelines, and assets.
- Defined audience personas, content mission, objectives, and channel strategy.
- Devised email marketing strategy and implemented marketing automation workflows.
- Redesigned email cadences for transactional, cart abandonment, drip campaigns, and lead nurturing.
- Designed email templates in alignment with branding strategy.
- Collaborated with advertising team, email marketers, content marketers, and development team
- Identified and resolved bottlenecks in order processing, fulfillment, and returns.
- Improved customer satisfaction through process and UX enhancements using promoter.io and bizrate.
- Oversaw P&L for online, offline, commercial, and marketplace sales channels.
- Built and managed strategic partnerships with vendors, stakeholders, and agencies.
- Developed bottom-up budget for sales channels, marketing, and freight.
- Provided weekly reporting on KPIs, budget concerns, and growth opportunities to the executive team.
- Managed vendor relationships and established new vendors.

eCommerce Director at HaikuDesigns.com (Contract)

Aug 15 to June 16

- Manage the web presence and online store for a natural furniture startup.

- Planned Coordinated and executed eCommerce Growth strategies for www.haikudesigns.com
- Define audience personas, content marketing objectives, and channel strategy.
- Establish standards, technology, tools and best practices for content
- Supervise content writers in creating entertaining, informative, and search-engine-optimized copy.
- Manage SEO strategy and implement changes
- Redesign UX/UI of company website
- Manage all brand channels and effectively merchandise products

eCommerce Director for Sofasandsectionals.com

Nov 09 to Mar 15

- eCommerce manager, UX designer, and Content Manager for home theater seating and furniture startup
- Led a high-performance eCommerce team of 8 content marketers, graphic designers, and category managers
- Increased **revenue by 716%** from \$4.9m to over \$40m per year.
- Improve team performance and **content output by 50%** in just under 6 months
- Developed the eCommerce strategy and department from the ground up
- IOptimized and redesigned the UX of seven high-performance websites
- Create and implement all workflow & processes for eCommerce team.
- Ensure that all published material adhered to branding and content guidelines
- Managed email marketing program for lead generation and retention
- Managed anywhere between 10-15 interdepartmental projects at one time

EDUCATION

Master of Science, Marketing - Digital Marketing Specialization

Western Governors University, Graduate 2024

Bachelor of Science, Business Administration

Purdue University Global, Graduate 2011



Google Certifications - Google Digital Marketing & E-commerce Specialization

Make the Sale: Build, Launch, and Manage E-Commerce Stores | Assess for Success: Marketing Analytics and Measurement | Attract and Engage Customers with Digital Marketing | From Likes to Leads: Interact with Customers Online | Think Outside the Inbox: Email Marketing | Foundations of Digital Marketing



Hubspot Certifications

Hubspot Marketing Software | Inbound Marketing | Social Media Marketing | Email Marketing

TECHNOLOGIES

Netsuite ERP
AdobeCommerce (Magento 2)
WordPress/Woocommerce
Shopify

Klaviyo / Mailchimp / Listrak
Adobe Creative Suite / Creative Cloud
Microsoft Office Suite
Amazon Seller Central
Google Analytics (GA4)

Promoter.io
SearchSpring
Yotpo
Hubspot
VWO / CrazyEgg