

Ernest Marino

(704)402-5568 | ernie.marino@gmail.com

SUMMARY

Entrepreneurial business professional with 13 years of experience. Strong emphasis in retail marketing & merchandising, store & territory management, B2B & B2C sales, client-vendor relations, and business start-up & development. Robust ability to quickly implement specific and prompt service programs to maximize sales.

PROFESSIONAL CERTIFICATIONS

- Google Ads Search Certification 2023
- Google Analytics Individual Qualification 2023
- HubSpot Email Marketing 2023
- Lean Six Sigma Green Belt 2022

PROFESSIONAL EXPERIENCE

Nufcedshirt.com — Nufced Custom Design

Mooresville, NC

Marketing & Operations Manager

Jan 2010 – Present

- Expanded a \$10MM B2B / B2C custom promotional marketing products business. Achieved an operating profit margin of 40%+. Implemented and support the operation end-to-end.
- Implement omni-channel marketing campaign via email, social media channels, +Google AdWords, growing a customer base to 2000+. Attained a 4.8/5.0 Google rating.
- Improved operational efficiency to secure 97%+ on time delivery rating SLIs. Plan and forecast production needs using research of consumer trends and historical data.
- Negotiate contracts, prepare proposals, obtain, and manage inventory. Fulfill purchase orders and coordinate delivery of final product to clients.
- Craft KPI reports with advanced Excel analyses – using pivot tables, VLOOKUP's, nested formulas, etc.

Additional Experience

Huntersville, NC

- Managed warehouse and inventory for a 160,000 sq. ft store with annual sales of over \$54MM. Consistently achieved and exceeded sales goals year over year.
- Led 35+ associates in efficient inventory receiving, replenishment and pricing maintenance.
- Identification and resolution of logistical issues discovered via KPI's in performance evaluations.
- Managed departments by leading training and scheduling. Interviewed prospective team members, wrote and administered yearly evaluations.

EDUCATION & HONORS

Western Governors University **2019-2021 Cum Laude**

- B.S. Business Management - Marketing concentration

SKILLS

Leadership — Sales | Client Relations | Project Management | Budgeting & Financial Management | Product Logistics | Supply Forecasting | Strategic Planning | Team Management | Talent Acquisition

Marketing — Search Engine Optimization (SEO) | Social Media Marketing | CRM | PPC

Design — Adobe Illustrator | Adobe Photoshop | Corel Draw | Google Suite

Microsoft Office Suite — MS Word | MS Excel | MS PowerPoint | MS Outlook