

# Serena Dijkhuizen

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## Education

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### University of Florida

B.S, Advertising with Graphic Design Concentration

## Work Experience

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### American Outdoor Brands, Columbia, MO (Remote)

Senior eCommerce Specialist

Jul 2024 - Present

- **Project Management:** Led marketing projects from start to finish, including kickoff meetings, creating agendas, taking detailed notes, and ensuring tasks were completed on time. Initiating email and sales meetings on a monthly basis and using Hive for project management and delegation while collaborating with our marketing and creative departments.
- **Leadership:** Mentored three new team members by providing training on Salesforce, Hive for project management, email marketing, assisting with general inquiries, and offering guidance on sales planning and future revenue opportunities.
- **Sales Planning & Strategy:** Developed 80+ D2C sales campaigns by creating Product Change Forms (PCFs), merchandising the website using Salesforce, and creating email campaigns, contributing to \$30+ million in revenue for the e-commerce department since 2021
- **Email Marketing:** Created, distributed, and managed date for over 100+ emails using Stripo, Klaviyo, Google Analytics, and Salesforce Marketing Cloud (SFMC), including welcome journeys for customer retention, product highlights, product launches, clear CTAs, and informational content. Took ownership of email marketing for brand “MEAT! Your Maker” and generated \$90k+ in sales since 2024.
- **Product Merchandising & Website Optimization:** Responsible for merchandising products and optimizing content across product detail pages (PDPs), product landing pages (PLPs), and homepage layouts for two brands utilizing WINSCP, Adobe, Ahrefs, Salesforce Commerce Cloud, and Salesforce Page Designer. Managing content updates and ensuring seamless integration of new product information across all eCommerce platforms, as well as creating and maintaining product launch landing pages.

eCommerce Specialist

Aug 2021 – Jul 2024

- Assisted in managing eCommerce operations across 8 brands, including merchandising, email campaigns, and promotional updates. Collaborated with marketing, sales, and creative teams to support product launches, holiday promotions, and seasonal campaigns by updating product detail pages (PDPs), category landing pages (PLPs), and homepage layouts to ensure accurate content and improve customer experience.
- Utilized Urchin Tracking Module (UTM) parameters for data tracking, built, and scheduled marketing emails in Klaviyo, Stripo, and SFMC supporting customer retention and product highlights.

## Skills and Interests

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- Skills: Excel, Salesforce Commerce Cloud, Salesforce Marketing Cloud, Salesforce Page Designer, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Hootsuite Platform, Advanced Google Analytics Certified, Mobile Marketing Foundations, Shogun, Hive, Miro
- Activities: Surfing, Trivia, Pilates, Cooking, Ceramics