

## Stephan Woo Cude

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### E-Commerce Manager - Cellars Wine Club

April 2015 - Aug 2015

#### Major Accomplishments

- Google Link Penalty Reconsideration Request and Removal.
- Increased Sales 138% April 2015 - June 2015.
- Established Weekly Email Marketing Campaign – 25,000 Opt-In Subscribers.
- Mapped All Product Variations for Shopping Feeds.
- Reduced Monthly Costs by Eliminating Redundancies in AWS and Affiliates.
- Designed and Built Website for Sister Company: [www.SumerianBrewingCo.com](http://www.SumerianBrewingCo.com).
- Designed and Set Up New Wine Club Website Using AbleCommerce Platform.

#### Website Manager

All troubleshooting and development. Set up products, subscriptions, and promotions. Tracking for Google, Bing, Facebook, and affiliates. MailChimp integration. Customize transaction based emails. Added email sign-up, link to Google Reviews, blog posts, copy, and images.

#### Online Marketing Manager

SEO Optimization. Google Link Penalty removal. New Google, Bing, Facebook, and Yelp paid campaigns. Revitalize affiliate marketing program while reducing costs. Product feeds to Google Shopping and affiliates. New email marketing program. Social Marketing. Responsible for all creative and copy.

#### Website Design / Development

Design and develop sister company website (Wordpress). Design new Wine Club site (AbleCommerce).

### SEO Project Manager - Nordstrom

November 2012 to April 2015

#### Major Accomplishments

- Managed Filter Based SEO Project - Increased Number of Pages in Google's Index by 969%.
- Convinced Beauty Department to Use "Perfume" and "Cologne" in all Marketing.
- Managed Project to Aggregate Reviews on Category and Brand Pages.
- Managed New Footer Design Including Department Based SEO Links.
- Managed Creation of Unpublished Page Report - Shared by Online Marketing.

#### On Page Optimization

Evangelize SEO to promote on-page SEO best practices. Meet regularly with marketing strategy, copy writers, content producers, and social marketing. Work with cosmetics and shoes on keyword research, department naming, new department suggestions, content creation, and ongoing page improvements.

#### SEO Development

Develop new ideas to improve overall SEO site performance. Submitting specs through JIRA to be used with Agile based development strategy. Filter Based SEO: increase number of pages in Google index using dynamically built pages and meta-data. New Footer: include editable SEO links to increase internal link profile of key departments. Add reviews to category and brand pages. All content must be readable. SEO specs for new content management and navigation systems. Competitive analysis.

## **SEO Specialist - Sierra Trading Post**

2007 to November 2012

### **Major Accomplishments**

- Created Entire Department Taxonomy for New Website Version.
- Launched New Website Version with New URL Structure Without Loss of Ranking.
- Helped Create a Launch and Redirect Strategy for New Website Version.
- Created Strategy for Dynamic SEO Meta Data for All Category, Brand, and Product Pages.
- Worked with Buying, Creative, and Developers to Create Online Buying and Outdoor Guides.

### **Organic Search**

Entrusted to learn all about SEO. Work with web development, copy writers, and rest of web marketing team to increase ranking and conversion with Google, Yahoo, Bing and other search engines.

### **SEO Specs for New Website**

Define URL, meta-data, and on-page SEO requirements including specifications for new development. Responsible for testing new SEO development.

### **SEO Analytics**

Proficient with Google Analytics, Google Webmaster Tools, Bing Webmaster Tools. Also proficient with other tools including BrightEdge and SEOmoz rank tools.

### **Paid Search**

Fully trained in Google and Yahoo paid search interfaces. Audit paid search campaign. Ran 2 week test to prove additional resources in paid search would be cost effective.

## **E-Commerce Website Manager - Sierra Trading Post**

2002 to 2007

### **Major Accomplishments**

- Online Sales Surpass \$200 Million Annually.
- Opt-In Email Names Surpasses 1 Million Subscribers.
- Help with Creation of Independent Online Marketing Department.
- Internet Customer Service Integrated into Main Customer Service Department.
- Managed up to 15 People.

### **New Website Versions**

Coordinated between the web department, programmers, marketing department, customer service, IT, the buying department, and administration to ensure all demands were understood and met.

### **In-House Development**

Wrote specifications for new website features and enhancements. Worked closely with in house design team, internal programmers and external programming company. Lead Tester.

### **Email Marketing**

Integration of new email servers, email list growth, email list management, email targeting, segmentation, and deliverability.

### **Web Department Manager**

Managed designers, marketing, and web operations, Photoshop specialists. Responsible for new hiring within the department. Managed up to 15 people.

### **Customer Service Integration**

Helped develop protocol and train customer service representatives to handle web related customer issues. Met with customer service department weekly.

### **3rd Party Payment Services**

Oversaw implementation of Google Checkout, PayPal, and Bill Me Later.

### **Website Designer / Manager / Marketing - Sierra Trading Post**

1998 to 2002

#### **Major Accomplishments**

- Designed and Managed Sierra Trading Post's First E-Commerce Website.
- E-Commerce Became Leading Sales Channel After 2 Years.
- Developed Idea for Product Display Using Photos and "Invisible Man Technique".
- Created and Launched First Email Marketing Campaigns.
- Started First Email Customer Service Correspondence.

### **Web Design**

Designed first website including homepage, department pages, product pages, and checkout.

### **Backend Integration**

Worked closely with programming company to integrate backend legacy systems including product information, inventory controls, customer registration, and order processing.

### **Email Marketing**

Developed new email marketing program which would eventually grow to over one million opt-in email addresses.

### **Web Marketing**

Responsible for early web marketing including merchandising and creating web ads. Later used internal ad serving software for customer targeting.

### **Customer Service**

Started first email customer service correspondence which eventually led to a 24 hour chat & email.

### **Import Manager / Assistant Buyer - Sierra Trading Post**

1997 to 1998

**Foreign Suppliers** – work with foreign suppliers and import company to determine tariffs, shipping costs, date of shipment, and date of arrival.

**Ordering Samples** – order and distribute product samples from suppliers for product illustrator and copy writer.

**Receiving Traffic Coordinator** – determined receiving and processing priority of incoming shipments.

**Invoice Reconciliation** – investigate variations between supplier invoice and receiving for under-shipments and over-shipments. Reconcile with supplier.

## **Customer Service, Returns, Retail, Fulfillment - Sierra Trading Post**

1986 to 1997

Began career with Sierra Trading Post in the warehouse picking , packing, and shipping orders. Later worked with customer service processing mail orders, taking phone orders, customer assistance, and return processing. Help setup then run first retail space in the corner of the warehouse, later working in the retail store. Also illustrated products for catalog and signs for retail stores.

## **Other**

### **KnightRider - Sunday Shift Manager – 1995 - 1997**

Quality Control. Document Technichian.

### **Crown Books - Assistant Manager – 1994 - 1995**

Weekly Store Sales Figures Reporting. Retail Sales.

## **Education**

### **Reno High School – 1987**

Graduated with Honors.

AP - 21 College Credits.

Class President 1985, 1986, and 1987.

### **University of Nevada, Reno – 1987 - 1992**

Studies in Fine Art (printmaking), Ecology, and English Literature.

## **Skills**

SEO, HTML, CSS, Web Design, Wordpress, Project Management (Agile), Excel, PowerPoint, Google Webmaster Tools, Google Analytics, Google Keyword Tool, BrightEdge, Screaming Frog, JIRA, Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator, Filezilla, Adobe Flash, Google Adwords, Google Shopping.

## **Website Design & Development**

<http://www.swcude.com/>

<http://sumerianbrewingco.com/>

<http://bellevuewachiropactic.com/>

<http://www.mark-armor-dioramas.com/>

<http://www.idosalon.com/>

<http://www.wretchedetcher.com/>