

# KIMBERLY PAMOTILLO

## eCommerce and Digital Marketing

Versatile and data-driven eCommerce & Digital Marketing Manager with over 9 years of B2B and B2C marketing. Demonstrated success in efficiently managing high-volume budgets with proven results in increasing sales revenue by leveraging strategic digital campaigns.

## Professional Experience

### Shiseido

Jan 2024 – Present

#### Multimedia Designer

- Boosted brand visibility across platforms through integrated digital strategies. Led the design and execution of multimedia content for Shiseido Americas' diverse portfolio of brands, including Shiseido, Clé de Peau Beauté, NARS, Drunk Elephant, and Shiseido Fragrances (Hermés, Tory Burch, Narciso Rodriguez & Issey Miyaki).
- Collaborated with brand leadership to develop integrated design strategies and managed an internal website centralizing brand assets and communications.

### Urgent Mobile Management Solutions, Inc.

Oct 2022 – Dec 2023

#### Freelance Marketing Manager

- Collaborated with the SVP of Marketing & Operations to spearhead eCommerce and digital marketing strategies, driving company-wide growth and strategic alignment in a fast-paced startup environment.
- Led the design and development of the mobile app's UI/UX, driving user engagement and satisfaction while ensuring seamless integration and alignment with digital marketing strategies.

### Energy Focus Inc.

Apr 2021 – Oct 2022

#### Digital Marketing Manager, January 2021 – October 2022

- Collaborated with VP of Marketing, CEO, and Executive Leadership to align and execute marketing strategies. Mentored a marketing team, emphasizing B2C market trends & digital strategy implementation.
- Directed PR agencies to execute comprehensive digital campaigns, achieving a 149% sales revenue increase and driving successful product launches that boosted company stock value by 107%. Supervised budgeting and forecasting to ensure strategic financial planning. Oversaw website development and optimization, achieving a 133% increase in visitor traffic and implementing a mobile-friendly design that increased conversion rates to 3.5%.
- Led data-driven campaigns and multi-channel lead generation efforts, securing product features on shows like Dr. Phil (1.9M viewers) and The Talk (1.3M viewers) to enhance brand awareness.

#### Digital Marketing Specialist, April 2021 – December 2021

- Conducted in-depth market analysis using SEMrush, Google Analytics, and HubSpot to identify target markets, opportunities for new product development, and inform successful product launch strategies.
- Developed and executed full-funnel digital marketing campaigns tailored for B2C audiences, leveraging analytics across B2B, B2C websites, and Amazon to drive annual sales revenue growth.
- Managed cross-channel marketing initiatives, collaborating closely with IT and Marketing departments to optimize overall strategies and performance.

### Beauty Solutions Ltd.

Jun 2017 – Jan 2021

#### eCommerce & Digital Marketing Manager, January 2019 – January 2021

- Increased eCommerce sales revenue from 2% to 10% of overall business profit margin within one year. Grew the eCommerce team from 1 to 4 and partnered with agencies to execute digital campaigns, resulting in a 43.33% YOY sales increase. Performed day-to-day operations, maintenance, and marketing of all brand websites (Skincare LdeL Cosmetics® RETINOL, MOODmatcher, SKINLAB BY BSL®, Fran Wilson® and RETINOL-X®).
- Redesigned and migrated brand websites to Shopify, significantly enhancing customer experience. This initiative led to a 63% increase in website traffic, a 66% growth in AOV, and a 6.6% boost in online store conversion rate.
- Collaborated with international business partners across 45 countries to strategize and plan global marketing campaigns. Supervised marketing partnerships with key retailers like Harmon, Marmaxx, Kohls, Sally Beauty, and Bealls, boosting cross-border eCommerce sales and enhancing brand visibility. Partnered with Olympic Athletes of USA Synchro Swim Team & launched a new product kit to support athletes in their program.

#### Digital Marketing & Social Media Coordinator, June 2017 – December 2018

- Launched Amazon.com and Walmart.com storefronts, expanding online sales channels, enhancing brand visibility, and boosting sales revenue. Led comprehensive digital marketing initiatives, including targeted social media campaigns, influencer partnerships, and optimized email strategies. Managed all website operations in collaboration with an agency, ensuring seamless integration and consistent brand experience across platforms.

### Lady Couture of NY Inc

Mar 2015 – May 2017

#### eCommerce Manager, January 2016 – May 2017

- Collaborated with the President in strategizing, planning, and executing business plans and business partnerships that led to product retail distribution including DSW, Nordstrom Rack, Saks OFF 5TH, Amazon, and Walmart. Successfully increased sales through online channels.

#### Office Manager and Web Developer, March 2015 – December 2015

#### Freelance, Web and Graphic Designer November 2013 – April 2015

#### Bizstarter, Digital Marketing Specialist May 2012 – November 2013

#### Avon, Sales and Marketing Assistant October 2010 – May 2013

## Contact

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## Strengths

Strategic Vision  
Team Leadership  
Data-Driven Decision Making  
Multi-Channel Expertise  
Innovative Adaptability  
Collaborative Team Player  
Problem-Solving Skills  
Continuous Learner  
Communication Skills

## Skills

Digital Marketing Strategy  
eCommerce Management  
SEO/SEM  
Email Marketing  
Budgeting and Forecasting  
Brand Management  
Product Launch Strategy  
Portfolio Management

Web Development  
UI/UX Design  
Multimedia Content Design  
Data & Market Analysis  
Website Optimization  
App Development

Mentoring and Team Growth  
Agile Culture Development  
Agency & Partner  
Management  
Strategic Partner  
Collaboration  
International Business  
Partnerships

## Education

### University of St. La Salle

Bachelor of Science &  
Information Technology

## Languages

English, Tagalog, Spanish  
and German

## Hobbies

Yoga, Dancing, Hiking,  
Camping, Event Planning,  
and Traveling