

Liam **Haeffele**

Contact

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Website
www.liam-media.com

Skills

Project Management

E-Commerce

HTML / CSS Web Design

Digital Photography

User Experience (UX)

Prototyping

SUMMARY

Web & marketing professional based in the Chicagoland suburbs with a demonstrated history in e-commerce, project management, and UI/UX. My experience has placed me at a unique intersection professionally, leveraging both a keen creative eye with a deep technical background to accomplish business goals and drive revenue.

EXPERIENCE

BMI Supply // Marketing Coordinator — September 2023 - Present

- Manage the digital product lifecycle & storefront deployment across two different sites from start to finish
- Execute end-to-end content strategy, pairing technical copywriting with commercial photography to bolster conversion rates and market new product
- Lead implementation of vast UI/UX improvements on new company website, enhancing the customer's purchasing journey
- Develop all internal company artwork
- Revamp social media calendar to boost name recognition and drive sales
- Conduct thorough competitor analysis, leading to actionable improvements to non-MAP product offerings
- Maintain scrupulous data integrity using enterprise-grade ERP & PIM tools (Sage 300, PIMCore)
- Drive new company website towards completion

Razny Jewelers // Website Coordinator — September 2021 - March 2023

- Planned, organized, and implemented the core structure of the website for front-end users
- Oversaw and guided members of a small website team
- Photographed product for display on RAZNY.COM and for use on blogs, print magazine
- Ensured strong representation of luxury brands like Rolex in the digital space
  - Optimized the Razny site for new product launches
  - Upkeep of Rolex's "iFrame" widget and continuous enhancement of site speed
- Maintained brand guidelines / best practices for over 30 fine jewelry vendors
  - Built out collection-based jewelry filtering across the entire site
  - Overhauled the website + internal point-of-sale system with crisp, updated product imagery
- Led the transition to a new website platform

Bumper City LLC // Media Assistant — July 2020 - June 2021

- Engineered a new company website to increase branding, sales
- Utilized DSLR grade equipment to photograph hundreds of automotive parts
- Converted photos into product listings on all sales channels
- Maintained inventory accuracy and facilitated a successful transfer of large product data from one storefront to another
- Devised a complete marketing plan to improve search positioning upon launch of new site
- Corresponded with customers directly by fulfilling orders and answering questions

EDUCATION

Google & Coursera // User Experience Design Program

Took Google's User Experience (UX) course through Coursera and completed 6 courses designed to provide a robust knowledge of the UX field, from project ideation to design and user-testing.

North Central College // B.A. Interactive Media Studies

Attended North Central College in Naperville IL from 2018-2020, graduating Summa Cum Laude with a B.A. in Interactive Media Studies and a minor in Film & Screen Studies.

College of DuPage // Associate in Arts (AA)

Attended College of DuPage in Glen Ellyn IL from 2016-2018 before transferring, working toward general credits in the AA curriculum.