

# JENNIE DWIN

Digital Product Management Leader

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## SUMMARY

Creative, digital leader, delivering customer experience strategies based on testing, to drive improvements in key metrics in Fortune 500 retail companies. Proven track record overseeing the entire product lifecycle while prioritizing and collaborating with cross-functional partners and stakeholders to achieve outcomes. Skilled in leveraging data-driven insights to make informed decisions, optimizing product performance, and managing teams that drive results. Passionate about creating seamless user experiences to stay ahead of industry trends.

## CORE COMPETENCIES

- Digital Product Lifecycle Management
- Product Development & Management
- Data-driven Design Making
- Building High Performance Teams
- Data-driven Design Making
- Digital Product Strategy
- Cross Functional Leadership
- Stakeholder Management
- Roadmap Development
- Digital Product Documentation
- Developing Talent
- Digital Marketing
- Engineering Collaboration
- Omni Strategy & Marketing
- Project Management

## PROFESSIONAL EXPERIENCE

### PetSmart

Director Digital Product Management

Phoenix, AZ (Remote)

September 2022 - Present

Led team of Product Managers identifying customer friction points and business opportunities that deliver against OKRs across the homepage, product detail, product landing pages, SEO, onsite search, ratings and reviews, omni fulfillment, cart, checkout, marketplaces, post purchase, pharmacy, and vet diet

- Defined product roadmap based on prioritization of internal and external customer needs
- Parallel focus on moving platforms for US and CA websites to include management of UX/UI designs, change management, ways of working evolution, and partnership with 3rd party to determine roadmap
- Standardized team processes, strengthening data partnership for quantifying efforts, and providing education/transparency to business units through product reviews

### Key Accomplishments

- Stood up multiple marketplaces in 2023 driving ~20% of total digital sales
- Launched new search provider on app **increasing conversion 2.4%**
- Solved customer pain points in checkout experiences driving an incremental **1% of digital sales**

### Foot Locker Inc.

Director Global Product Management

New York, NY (Remote)

August 2019 - August 2022

Promoted to manage team of product managers, analysts, and marketing to drive user experience and strategy across all Foot Locker Inc brands (Foot Locker, Kids Foot Locker, Foot Locker Canada, Foot Action, Champs, Eastbay, Final Score)

- Condensed checkout steps by 50% increasing conversion and NPS
- Launched Klarna, Apple Pay, and Google Pay payment methods driving incremental sales increase ~1.5%
- Refined all post purchase emails providing consistency, more detailed information, and personalization
- Delivered strategic roadmap creation to support overall CX strategy
- Streamlined operations for workflows between cross functional teams
- Managed budget (millions), including creation of time tracking to provide clearer ROI
- Standardized internal communications around product rollouts driving awareness and excitement

**Foot Locker Inc.**

Director of Digital Marketing

**Chicago, IL**

October 2018 - July 2019

Managed team of digital marketing experts responsible for all paid, earned, and owned media channels across all brands

- Worked closely with digital marketing agencies to determine strategy of campaigns, clarity around goals/optimization, and transparency of results with respect to goals
- Audited and condensed agencies resulting in annual cost savings without revenue impact
- Responsible for management and operations of digital budget in tens of millions
- Special focus on coaching team members on overall communication and presentation skills

**Rise Interactive (Digital Marketing Agency)**

Associate Director

Senior Account Manager

**Chicago, IL**

August 2017 - September 2018

August 2016 - July 2017

Promoted from Senior Account Manager and maintained previous duties while taking on additional clients. Pioneered digital strategy and operations for enterprise retail/eCommerce accounts totaling +\$3B annual online sales

- Led, maintained, and expanded relationships while guiding the planning and execution of client objectives
- Increased Fortune 500 beauty client's YoY revenue by 82% within managed channels
- Onboarded and managed global Fortune 500 fashion retailer's six separate brands to paid search and maintained their \$30M budget
- Provided strategic digital advice to gas/retail client increasing the brand's CPA for mobile downloads by 47% within two months
- Pitched and negotiated profitable contracts to retain/grow new and existing client portfolio
- Drove Marketing department's development of case studies to build credibility of the Rise portfolio

**L.K. Bennett London - US Division**

E-Commerce &amp; Customer Service Manager

**New York, NY**

March 2015 - August 2016

Managed site productivity, digital marketing vendors, and CRM database to achieve awareness and revenue goals

- Implemented display marketing and increased overall ROAS for all digital channels
- Created email cadence, wrote copy/creative briefs, and analyzed A/B split tests via third party
- Increased customer acquisition by 20% in six months
- Led all US social network efforts increasing Facebook followers by over 100% in eight months
- Managed US Customer Service Department to ensure positive brand impression

**Cache Inc.**

Digital Marketing Manager

**New York, NY**

April 2013 - March 2015

Owned all website, email, and digital components of the Cache brand

- Managed digital strategy with third-party agency to execute paid, earned, and owned channels
- Increased YoY site revenue by 25%, conversion by 3%, and email conversion by 49%
- Condensed vendor assortment saving 10% of annual budget
- Project management of website redesign/replatform to Magento

## EDUCATION

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**George Mason University**

Bachelor's Degree in Communication, Public Relations