

# Amy C. Trueblood

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## Career Focus

I am a marketing professional with digital advertising, omni-channel eCommerce and website management experience looking for a position that will challenge my strategic skills and elicit creativity.

## Experience Summary

- Drive eCommerce sales and capabilities with digital marketing, CX, social media, planning and analytics.
- Create content to tell a brand story, inspire consumer confidence and boost digital sales.
- Lead center of excellence initiatives for all eCommerce, shopper marketing and digital platforms.
- Partner with omni-channel customers to develop experimental digital advertising.
- Drive organic growth via SEO strategy, A/B testing, digital shelf optimization per unique customer needs.
- Project management and organization using automation and workflow tools.

## Education

B.S., Double Major in Business Management and Law and Commerce, Purdue University, 2007

## Professional Experience

Digital Marketing & eCommerce Manager at B&G Foods, Inc., January 2020-present

- Develop/Execute 3 year omni-channel eCommerce strategy
- Manage content creation, storage, syndication and optimization for all customers, 50+ brands
- Develop digital advertising strategy across all strategic customers
- Manage/Maintain 40+ brand websites
- Develop/Execute SEO strategy for brand websites
- Project manager for multiple lift and shift website initiatives

Marketing Specialist at Clabber Girl Corporation, December 2014-January 2020

- Manage, write copy and maintain multiple websites
- Lead on two website re-design and re-structure projects
- Develop/Execute SEO strategy
- Establish eCommerce platform on brand website and Amazon
- Develop social media strategy and voice
- Project manager for multiple lift and shift website initiatives
- Advise on industry panels and conduct webinars via FCCLA/HBA

Sales & Marketing Manager at Awards Network, May 2007-December 2014

- Develop B2B marketing and branding strategy
- Develop/Execute SEO strategy
- Analyze current client programs and develop strategy to increase revenue
- Manage, write copy and maintain the company website
- Manage all digital advertising campaigns
- Project manager for two website lift and shift projects
- Sharepoint administrator/center of excellence coordinator
- Advise on industry panels and conduct webinars via SHRM/HR.com

## Digital Platforms

Amazon Seller/Vendor Central, WMG, RetailLink, 84.51, Stratum, Elevaate, Instacart, Shipt, Syndigo, Kwiikee, 1WS, Salesforce  
Adobe Software Creative Suite, WordPress, AWS, Certified Google Analytics Power User, Nielsen, Numerator