

KIMBERLY VOGEL

Dover, NH
kimvqaa@gmail.com

603.845.6235
<https://www.linkedin.com/in/kimberlyvogel-nh/>

DATA-DRIVEN ECOMMERCE MANAGER | ANALYTICS, DATA MANAGEMENT, & CONTENT SYSTEMS

Excel at Leading Creative Initiatives, Translating Complex Systems, and Enabling Others Through Data

Multidisciplinary digital strategist and data analyst with substantial experience driving business growth through content optimization, analytics architecture, and cross-functional collaboration. Certified project management professional, with strong foundation in Agile methodologies, emotional intelligence, data governance, and stakeholder engagement. Translate complex metrics into actionable insights. Lifelong learner adept at crafting compelling marketing content and troubleshooting technical challenges across digital ecosystems.

Data Analysis, Reporting, & Governance | Agile Leadership Methodology
Knowledge-Sharing Mentor | Document Lifecycle Management | Brand Stewardship
AI Prompt Engineering | Channel Marketing & Attribution

TECHNICAL SKILLS

SEO, SEM & Accessibility Compliance:	BrightEdge, SEMrush, Google Search Console, WCAG, Monsido
CMS & eCommerce:	Magento, WordPress, Pressero, Squarespace, Shopify, eBay, Amazon
Data Analytics & Dashboards:	Looker Studio, Adobe Analytics, RegEx, UA / GA4, Tag Manager, JavaScript, SQL, BigQuery
Channel Marketing (Social, Email, PPC):	Mailchimp, Constant Contact, Meta Ads Manager, Google Ads, Salesforce Marketing Cloud

PROFESSIONAL EXPERIENCE

DAWN FOODS GLOBAL/BOSTON DIGITAL, Jackson, MI

2022 - 2025

Data Reporting Analyst

Upskilled marketing, UX, and leadership teams in analytics interpretation and dashboard usage, enabling self-service insights and reducing dependency on ad hoc analysis.

- Implemented GA4 data architecture in Google Tag Manager; defined complex custom event tracking systems, increasing basket size and volume growth, and allowing marketing teams to see user journey issues.
 - Facilitated platform's predictive modeling, segmentation frameworks, channel attribution, and user story narratives.
- Developed interactive dashboards with granular data revelations, using REXEX defined calculated fields; enabled self-service access for marketing, UX / UI, and leadership teams, driving more accurate, data-driven decisions, and ultimately leading to higher conversion key performance indicators (KPI).
- Collaborated with cross-functional teams and management stakeholders, defining tracking requirements, and providing analysis, reporting, and robust dashboard visualizations for cross-functional teams.
- Partnered with Development, UX / UI, and Marketing colleagues strategizing site optimization initiatives, leading to stronger conversion values.
- Managed A / B testing programs in Visual Website Organizer (VWO) and Google Tag Manager; evaluated content performance and guided optimization strategies, generating greater product detail page and upsell and cross-sell feature conversion rates.
- Created and maintained process documentation and standard operating procedures (SOP) for data governance best practices, including tag deployment records, implementation testing standards, communication and audit schedules, and dashboard evaluation and updates.
- Upskilled team members in analytics interpretation, advanced dashboard filtering, and custom event tracking, improving reach and impact of data analysis across organizations.

SIG SAUER, Newington, NH

2020 - 2022

Content Editor & SEO Specialist

Headed SEO, Accessibility and Analytics projects, informing B2B and B2C initiatives for global sales.

- Led SEO strategy and site accessibility audits using BrightEdge and Monsido, aligning content with brand and compliance standards.
- Conducted keyword research and competitive analysis with SEMrush, Google Trends, and Search Console, shaping content roadmaps.

SIG SAUER (Continued)

- Managed content workflows in Magento CMS, embedding search best practices into product pages and marketing collateral.
- Utilized Google Analytics and Tag Manager in analyzing user behavior; presented performance findings to product teams.
- Generated content initiatives for product management leaders and paid marketing teams, creating compelling promotional campaigns and implementing search engine signals, and optimizing search performance.

GRAPHIC DETAILS, Portsmouth, NH

2019 - 2020

Website Specialist & Digital Marketing Strategist

Supported multiple client relationships through successful digital marketing campaigns at major brand agency hub of New Hampshire's seacoast region.

- Maintained and optimized client websites on WordPress, Squarespace, Shopify, and Wix for improved conversion, brand consistency, and messaging.
- Managed Google Ads campaigns for education and non-profit clients, delivering insights and optimization recommendations, increasing site traffic and enrollment numbers, and facilitating site content decisions.
- Liaised directly with clients to discover and quote work for landing page builds; created structure and best practices for one-page marketing campaigns; built out client site content with adherence to SEO, accessibility compliance, and client-specific branding requirements.

KEYSTONE PRESS, Manchester, NH

2018 - 2020

Web Content Manager, Digital Marketing & eCommerce Lead

Served as eCommerce and digital marketing lead for local printing press, serving B2B and B2C customers.

- Managed all digital marketing ad and email campaigns, produced marketing collateral and copy, product imagery, and site content.
- Built custom ordering portals on Pressero as point of contact for print-service clients, delivering branded eCommerce experiences, enhancing sales.
- Developed onboarding documentation and training materials, streamlining project delivery and client adoption.
- Documented workflows and trained clients, reducing support requests and improving self-service.
- Worked directly with vendors for out-of-house printing jobs, and with eCommerce platform vendor, resolving technical and account issues.

LIVE PURE INC, Newington, NH

2017 - 2018

Manager of eCommerce & CRM Integration

Organized eCommerce initiatives for new-to-market start-up manufacturing facility and product concept.

- Selected and implemented Magento eCommerce platform, integrating Salesforce CRM for customer lifecycle management.
- Oversaw product data onboarding, vendor relationships, and site content for start-up eCommerce launch.
- Established Agile processes and SOPs for order processing and customer support.
- Collaborated in setting up of production facility, defining user journey experiences, creating branded copy and collateral, radio ads, and user incentives.

ADDITIONAL PROFESSIONAL EXPERIENCE**QUALITY AUTOMOTIVE ACCESSORIES**, Westford, MA; **Manager of eCommerce & Digital Marketing: B2B, B2C**

Worked with ACES and PIES standardized data formats and MAP policies, PHP, MySQL

EDUCATION

Associates Degree (AAS), Computer Technologies, Manchester Community Technical College, Manchester, NH, *magna cum laude*
Coursework in STEM and Social Sciences, University of New Hampshire, Durham, NH

CERTIFICATIONS

Project Management Professional (PMP), Project Management Institute (PMI), online learning platform

BrightEdge Certified Professional Certification, Brightedge Platform, online learning platform

Digital Marketing Analytics, Data Visualization, ELVTR, online learning platform

Google Analytics and Google Ads Certifications, Google Analytics Academy, Udemy, online learning platform

Seventeen+ Certificate Courses: JavaScript Events, AI, Leadership, Data Management, LinkedIn Learning, online learning platform