

# John O'Malley

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Relocating to Chicago, IL

johnmartinomalley.com

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## WORK EXPERIENCE

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### Country French Interiors

June 2023 – Present

*E-Commerce Manager and Marketing Coordinator,*

*Dallas, TX*

- Lead end-to-end execution of online merchandising and inventory management across eCommerce platforms; optimize SKU-level pricing and promotions to align with revenue targets and operational efficiency goals
- Own site Search Strategy and product page optimization; leverage SEO to enhance discoverability, improve conversion rates, and streamline the digital customer journey.
- Partner with leadership to manage high-value client relationships, drive direct sales opportunities, and ensure alignment with brand and business objectives.
- Developed an Excel-based payout tracking system with macro functionality, creating a centralized solution for documenting and managing sales data. Also used Excel to monitor inventory discrepancies across multiple platforms.

### Real Sugar Soda

Jan 2022 – May 2022

*Team Leader for Strategic Brand Management Project, UNT*

*Denton, TX*

- Coordinated communications with Real Sugar Soda to conduct a business analysis of the brand's philosophy and create a competitive marketing proposal.
- Utilized market analytics to understand beverage industry trends, customer insights, and effective marketing strategies.
- Developed a 34-page strategic marketing proposal that detailed comprehensive strategies for transforming branding and creating a compelling story. Contributed 40% of the content.

### The University of North Texas, Dining Services

Oct 2019 – May 2022

*Delivery Driver*

*Denton, TX*

- Assisted in managing the timely and organized delivery and distribution of products for dining halls, retail shops, and UNT catering, coordinating the transfer of items between cold and frozen storage systems, with an average of 600 products delivered daily.
- Maintained effective communication with managers to facilitate efficient delivery logistics and inventory management
- Assisted in organizing and executing special events, ensuring smooth coordination and service execution.

### U.S. House of Representatives

June 2018 – July 2018

*Congressional Intern*

*Corpus Christi, TX*

- Assisted constituents by connecting them with appropriate resources and representatives, handling an average of ten daily inquiries.
- Created and edited a help book using Microsoft Office for the next representative, contributed 35% of the content.
- Maintained and documented constituent mail using FIRESIDE, processing approximately eight daily pieces.

## EDUCATION

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### University of North Texas

August 2022

*Bachelor of Business Administration, Marketing*

*Denton, TX*

- **GPA: 3.8/4.0** *Magna cum laude*

## CERTIFICATIONS, SKILLS & INTERESTS

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- **Certifications:** Microsoft Excel 2019 Certified, Google: The Fundamentals of Digital Marketing Certification
- **Skills:** Strategic Planning; Retail Marketing; Brand Management; Logistics; Online Retail; Email Marketing; Client Management; Sales.
- **Awards:** Eagle Scout rank, *Boy Scouts of America*
- **Interests:** Weightlifting; Backpacking; Traveling; Baking; Gaming