

# Emily Wohlstadter

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## Objective

Detail-oriented e-commerce professional skilled in collaboration, problem-solving, and enhancing customer experiences. Eager to drive growth by applying analytical and interpersonal skills.

## Experience

### **Frye & Baretraps Drop Ship Coordinator – Sep. 2021 to Present**

*Footwear Unlimited, Inc, Fenton, MO*

- Collaborate with cross-functional teams to identify issues and implement improvements related to Shopify, including process changes and enhancements in customer experience.
- Communicate with customers to organize product assortments, meet sales margins, and exceed expectations.
- Apply creative and analytical problem-solving skills to efficiently navigate complex obstacles and ensure alignment with project timelines and objectives.
- Play a key role in inventory planning and daily goods movement to meet customer demands.

### **Marketing Intern & Ambassador Program Coordinator – Jun. 2020 to Sep. 2021**

*Footwear Unlimited, Inc, Fenton, MO*

- Spearheaded the Baretraps Ambassador Program, driving brand awareness and engagement through influencer partnerships and social media campaigns.
- Optimized product descriptions and digital content to enhance SEO, improving brand visibility and customer interaction.
- Managed relationships with ambassadors, fostering a community that amplified brand reach and customer loyalty.
- Contributed to blog writing and digital content strategies, aligning with marketing goals to increase website traffic and audience engagement.

## Education

### **Truman State University, Kirksville, MO – Aug. 2017 to May 2021**

*BFA Creative Writing with Minors in Film Studies & Equine Studies*

- Graduated Magna Cum Laude | Honors & Awards: Outstanding Veteran Staff Member Award, Two Ten Scholarship
- Relevant Coursework: Digital Video Production, Screenwriting, Film Theory, Fiction Workshops, Communications
- Completed 1 year of English MA coursework (Aug. 2021 - May 2022).

## Skills

Advanced Microsoft Office Suite  
e-Commerce Management  
Inventory Management  
Cross-Functional Collaboration

Analytical & Creative Problem-Solving  
Project Coordination  
Content Creation  
Adaptable & Proactive