

# Mike Adams

Director of Ecommerce at Rally House

adams.mta@gmail.com

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## Summary

Senior leader with cross functional business operations and technology integration experience with D2C Ecommerce strategies in the fortune 500 retail business sector. Broad exposure to new business line development initiatives and innovation efforts targeted to drive business growth. Successful history of blending the “art and science” of understanding consumer behavior to help deliver creative and profitable business strategies, business process best practices, and community/brand loyalty. • 10 years’ experience leading product and marketing growth strategies in the interactive, digital market. Execution capabilities include website management, conversion and optimization, paid & organic search, email and affiliate marketing, social/mobile/display advertising, and web analytics. • Generated YOY double digit revenue and profit growth for Lee Jeans by developing and deploying eCommerce strategies that integrate technology capabilities, front end to back end process logistics, market segmentation metrics, and interactive marketing plans that integrate paid, owned, and earned media. • Drove 20% increase to topline growth to Hallmark.com web store. • Operational experience with new business development, strategic planning, vendor/agency management, P&L management, internal/external team leadership and mentoring. • Technical experience with web user interface design and development, website navigation and taxonomy, Ecommerce platforms, order management and warehouse management systems, and web analytics tools.

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## Experience

### **Director of Ecommerce at Rally House**

May 2015 - Present (8 months)

### **Ecommerce Manager at Lee Jeans**

September 2012 - May 2015 (2 years 9 months)

Leading strategy and delivery of direct to consumer eCommerce business line initiatives for Lee.com, including development and measurement of strategic goals, objectives, and KPI’s Grew 2013 topline revenue 16% by improving segmentation targeting and conversion rates while website traffic and marketing budget remained flat. Lifted CSAT score from 70 to 75 in a 6 month timeframe by implementing usability improvements to Lee.com which enhanced the customer experience. Simplified online customer purchase path without additional costs to annual budget. Modifications generated a 2 point conversion rate increase and \$2.5M increase in annualized revenue. Leading eCommerce internal delivery team and oversight of 3rd party agencies/delivery partners. Managing interactive marketing strategy, budget and execution for email, paid search, affiliates, and organic search. Collaborating cross functionally on Lee social branding, PR, direct response banner strategy/execution, and customer support services.

## **Digital Analytics Leader - Consumer Understanding and Insights at Hallmark Cards**

October 2011 - October 2012 (1 year 1 month)

Analyze various digital data sources for insight. These sources include data from Hallmark.com, search engines, social networks, etc. Leverage analytic tools such as Omniture SiteCatalyst, Hitwise, etc to analyze performance of various marketing campaigns and website updates. Mine Engagement Media data to find insights that can be leveraged by marketing.

## **Mobile Program Manager at Hallmark Cards**

2007 - 2009 (2 years)

## **Webstore Manager at Hallmark Cards**

January 2005 - February 2008 (3 years 2 months)

## **Director, Emerging Channels at Hallmark Cards**

2008 - 2008 (less than a year)

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## **Skills & Expertise**

**Shopper Marketing**

**Consumer Products**

**Customer Insight**

**Brand Equity**

**Segmentation**

**Multi-channel Retail**

**Omniture**

**Marketing Research**

**Brand Management**

**Multi-channel Marketing**

**Cross-functional Team Leadership**

**Database Marketing**

**Analytics**

**Integrated Marketing**

**Merchandising**

**Mobile Marketing**

**Web Analytics**

**Strategy**

**E-commerce**

**Social Networking**

**Marketing**

**Mobile Devices**

**Product Marketing**

**Leadership**

**Digital Marketing**

**Digital Strategy**

## **Interactive Marketing**

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### Education

#### **University of Missouri-Columbia**

Bachelor's of Science, Industrial Engineering

Grade: Magna Cum Laude

#### **University of Missouri-Kansas City**

MBA, Entrepreneurship

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### Organizations

#### **UMKC Bloch School Alumni Board**

August 2014 to Present

The Bloch School is AACSB-accredited, the highest standard of achievement business school education—fewer than five percent of business schools worldwide hold this accreditation. The Bloch School's undergraduate and graduate entrepreneurship programs continue to rank in the top 25 nationally by Princeton Review, an honor we have had for four years. Both programs have also been named the National Model Program for others to emulate by the United States Association for Small Business and Entrepreneurship.

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## 4 people have recommended Mike

"Mike is a well organized and diligent manager."

— **Al Priester**, was with another company when working with Mike at Hallmark Cards

"Mike has that uncanny ability to understand and speak the deep tactical technology details while being able to communicate and stay on a strategic path. This is a talent very few actually have, in my opinion. His passion for everything he works on is not only seen in the results, but the teams that surround him. He has a knack for finding a retaining some of the best talent around. I can't wait to see what the future holds for Mike!"

— **Nicole Conrick**, *Partner, Managing Director of Media Services, VML, Inc. (WPP)*, was with another company when working with Mike at Hallmark Cards

"Mike is a rare individual who combines a genuine passion for ecommerce, strong business and technical skills, and an understanding of how to create customer-focused online experiences. Mike's background allows him to work equally well with IT as with business team at both a strategic and tactical level. He stays up-to-date on the latest technologies and best practices, has a positive attitude, and is always willing to take the time to teach or help those he works with. Overall, Mike was a great pleasure to work with and would be a tremendous addition to any team."

— **Tari Huddleston**, managed Mike at Hallmark Cards

"I had the great pleasure of working with Mike and during that time he proved to be very dedicated and committed to making Hallmark.com a leader in the e-commerce world. Mike always had Hallmark's best interest in mind when making any decisions and was not afraid to jump into the trenches when needed. He also went the extra mile to ensure that fellow team members were growing in their position. He is truly a team player and would be a value to any group he works with."

— **Louie Lichtenberg**, reported to Mike at Hallmark Cards

[Contact Mike on LinkedIn](#)