

Wyatt Fromknecht

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SUMMARY

With a background in e-commerce development and operations, I have hands-on experience in market research, product sourcing, and inventory management. I'm well-versed in digital marketing techniques, including SEO, PPC, and social media, with a knack for crafting engaging content using tools like Adobe Creative Suite. Holding a double major in Supply Chain Management and Marketing, I consistently drive projects to completion and stay updated with industry changes. I'm eager to leverage my skills to contribute meaningfully to any team.

EXPERIENCE

Digital Marketing Specialist

Resideo

May 2023 - August 2023

- Administered budget strategy for marketing operations while conducting comprehensive content audits across brand and retail platforms for quality assurance.
- Worked closely with the Brand Marketing, Creative, and Analytics teams to enhance asset development and understand sales performance trends.
- Actively participated in customer and business reviews, assisted in national digital display campaigns, and supported product review initiatives.
- Managed the Digital Asset Management tool, ensuring consistent brand representation and efficient asset organization.

eCommerce Content Strategist

Hopkins Manufacturing Corporation

August 2021 - May 2023

- Crafted engaging product descriptions and managed optimization of over 6,000 products for numerous major brands across various platforms, leading to increased customer engagement and reduced returns.
- Fostered collaboration with internal stakeholders for quality assurance, alignment, and robust content distribution strategies, while creating high-quality imagery and video content with the digital creative team.
- Analyzed key content marketing metrics and performed regular content audits, enabling the identification of optimization opportunities, brand performance tracking, and insights into market trends.

Digital Marketing & Operations Manager

Whaddayaknow Trivia

April 2019 - January 2022

- Led the company's digital strategy and social media presence, yielding a 25% increase in follower engagement across platforms through the creation of compelling multimedia content.
- Developed and managed training workflows with documentation and materials, resulting in a 10% reduction in new employee training time.
- Analyzed content performance and identified optimization opportunities while implementing a successful content distribution strategy, leading to a 20% surge in event attendance.
- Played a key role in the recruitment and training of successor, ensuring a seamless transition and maintaining departmental continuity.

eCommerce Operations Manager & Partner

That's A Great Idea Better Buy It

July 2017 - May 2019, Geneva, Illinois

- Founded and operated an Amazon Affiliate and drop-shipping business during high school, honing business operations, marketing, and supply chain management skills.
 - Created and maintained a retail website on the Salsify platform, driving sales and facilitating product updates while negotiating supplier contracts for optimal pricing and terms.
 - Streamlined inventory management, product sourcing, and order fulfillment process improving delivery timeliness and customer satisfaction, evidenced by a 15% MoM reduction in customer complaints.
 - Analyzed website performance data and implemented optimizations, achieving a lower bounce rate and increased average user site time.
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EDUCATION

Bachelor's Degree, Double Major: Supply Chain Management / Marketing

Iowa State University • Ames, IA • 2021
