

CONTACT

beck.inga@gmail.com
www.ingabeck.co

EXPERTISE

- Project Management
- eCommerce (Shopify, Magento)
- Email Marketing (Klaviyo, Mailchimp, Constant Contact)
- Content Management (WordPress)
- Paid Social Media (Meta, LinkedIn, Pinterest, Twitter, TikTok, SnapChat)
- SEM
- SEO
- Google Analytics

INGA BECK

DIGITAL MARKETING PROFESSIONAL

Bringing over a decade of experience across every marketing function.

WORK EXPERIENCE

DIGITAL MARKETING MANAGER 2024 - CURRENT

Mānuka Health

- Develop and execute the eCommerce strategy to drive online sales and profitability.
- Manage and optimize the end-to-end customer journey.
- Lead the creation and implementation of digital marketing channels.
- Conduct in-depth performance analysis and reporting.
- Drive website merchandising strategies.
- Collaborate with the creative team to enhance user experience (UX) and improve site functionality and performance.
- Work closely with inventory and supply chain teams to ensure product availability and timely delivery.
- Manage eCommerce platforms, tools, and integrations, ensuring seamless backend operations and frontend experiences.
- Stay up to date on industry trends, competitor strategies, and emerging technologies to maintain a competitive edge in the marketplace.

DIGITAL MARKETING MANAGER 2023- 2024

ASPENX

- Responsible for Shopify website management.
- Manage, drive, and execute paid media strategy - omnichannel approach.
- Develop, drive, and manage email marketing strategy and campaigns.
- Develop, drive, and execute SEO, content, and direction for eCommerce landing pages.
- Manage and execute affiliate marketing program.
- Lead organic social strategy and manage execution.
- Provide analytical insights and tactics to achieve business objectives.

SENIOR PAID SPECIALIST 2022 - 2023

McLernon and Co.

- Responsible for the execution, performance and reporting of paid social campaigns across multiple platforms —Facebook, Instagram, LinkedIn, Pinterest, Twitter, TikTok and Snapchat.
- Provide analytical insights, strategies, and tactics to achieve business objectives.
- Proactively manage campaign execution.
- Assist in new business efforts.

ADVOCACY ROLES

- Northwest Trail Alliance - Events Volunteer - Current
- Northwest Trail Alliance - Vice President, Women's Community Liaison. 2016-2017
- Team LUNA Chix - Membership, Women's Mountain Biking
- Advocate. 2013- 2014
- Bicycle Trails Council of the East Bay -Membership Director. 2013- 2014
- San Francisco Urban Riders - Community Manager. 2011- 2014
- International Mountain Biking Association - Field Consultant, Trail Care Crew. 2008- 2009

E-COMMERCE DIGITAL MARKETING MANAGER

2019 - 2022 ●

Nau Clothing

- Manage eCommerce marketing team.
- Develop, drive and manage email marketing strategy and campaigns.
- Develop, drive and execute the eCommerce digital marketing plan for social media (Facebook, Instagram, Twitter, Pinterest, LinkedIn, YouTube).
- Manage SEM vendors for eCommerce.
- Develop, drive and execute the digital marketing plan for the flagship Portland store (Adwords, Yelp, Google Business).
- Develop, drive and execute editorial strategy, SEO, content, and direction for blog and eCommerce landing pages.
- Manage influencers, ambassadors, and all UGC content.

DIGITAL MARKETING MANAGER

2015 - 2017 ●

Velotech

- Create marketing strategies and tactics for 3 Velotech eCommerce brands.
- Develop and drive editorial strategy, content, and direction for landing pages, websites, and social platforms.
- Deliver web experiences that result in significant and measurable improvements.
- Devise a calendar of promotions.
- Oversee in-house design and PPC team to create digital and print collateral for acquisition promotions as well as brick and mortar.
- Supervise social media outreach delivering content via Facebook, Twitter, and Instagram.
- Supervise, edit, and art direct blog content creation.
- Manage email marketing coordinator and store marketing coordinator.

MARKETING AND EVENTS MANAGER

July 2015 - May 2016

- Drive and manage content marketing and social media strategy with a focus on email, Facebook, Instagram, and Twitter.
- Drive and manage event logistics, public relations, advertising, and collateral material.
- Manage and monitor sponsored teams, athletes, clubs, and influencers.

EDUCATION

San Francisco State University
Associate of Arts

2000