

# Maya Harney she • her • hers

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**Objective** To contribute excellent organizational, analytical, and communication skills together with creativity and a strong work ethic to an organization in need of a dedicated team member, where my performance can be utilized on a daily basis to improve customer satisfaction.

**Experience** ***Good Clean Love*** • E-commerce Merchandiser  
207 W. 5<sup>th</sup> Avenue, Eugene, OR 97401 • (541) 344-4483  
January 2023 - Present

Good Clean Love is a small, woman-owned company that markets feminine hygiene and personal care products, and is a registered B-corporation. In this position, I utilize the public relations skills gained as a student at the University of Oregon to manage the company's online storefronts in terms of both marketing and e-commerce facets.

Duties include but are not limited to:

- Create and oversee online product assortment strategy at goodcleanlove.com
- Manage new product uploads, category builds, product detail maintenance and promotional activities
- Manage all onsite new product setups including imagery, copy, secondary copy (i.e. ingredients, how to use, etc.) and SEO content
- Understand customer experience regarding website usage and experience and make suggestions for improvement where applicable
- Liaise with website development teams and marketing teams for regular website ad-hoc requests and initiatives
- Collaborate with marketing and creative team members on site design, layouts, collections, imagery and copy
- Conduct audits and tracking of 3rd party resellers across the digital landscape (i.e. retailer.coms; Amazon, Walmart, etc.)
- Report on e-commerce performance including KPIs and data driven insights
- Manage all blog creations from setups to edits to existing content
- Execute SMS marketing
- Social media engagement, posting, and data tracking for Facebook and Instagram
- Manage product content for and make changes to Instagram and Facebook storefronts
- Collaborate with photographer to creative direct product photoshoots, set design, and modeling for product and lifestyle imagery used for marketing purposes
- Various other e-commerce-related tasks as assigned

***Good Clean Love*** • Marketing Intern  
207 W. 5<sup>th</sup> Avenue, Eugene, OR 97401 • (541) 344-4483  
July 2022 - January 2023

In this position, I identified marketing needs for the company's online presence, designed marketing materials and worked with team members to evaluate current marketing efforts in order to optimize our e-commerce marketing strategies.

Duties include but are not limited to:

- Create online product assortment strategy

- Merchandise products and collection pages on website
- Manage product content, imagery, pricing and SEO content on website
- Write and update content for online product listings
- Assign and track deliverables for product-related photography and video assets
- Execute changes to site navigation to accommodate new products or product categories
- Create custom product collections online to support content or promotional activities
- Manage product content for and make changes to Instagram and Facebook storefronts
- Create, manage, and audit product content and information directories
- Create process documents for Shopify, Instagram and Facebook storefronts
- Report on marketing data on a weekly basis to track progress
- Various other e-commerce-related tasks as assigned

***Good Clean Love*** • Productions Team Member  
 207 W. 5<sup>th</sup> Avenue, Eugene, OR 97401 • (541) 344-4483  
 September 2017 – July 2022

In this position, I prioritized performing my primary duties of fulfilling shipment orders and production tasks in an accurate and timely manner. I assembled and shipped out product packages to various retailers, as well as created and assembled PR packages including handwritten notes to influencers and other brands and companies.

**Education**      ***University of Oregon*** • Undergraduate, School of Journalism and Communication  
 Expected degree: BA, Public Relations  
 Expected minor: Digital Humanities  
 Expected graduation date: Spring 2023

**Additional Qualifications**      ***Computer Skills***  
 • Microsoft Office Suite including Word, Outlook, and Excel, Adobe Acrobat Pro (PDF), and internet research  
 • Google Suite including Gmail, Calendar, Documents, Drive, Slides, and Sheets  
 • Monday.com  
 • Meta Business Suite  
 • Shopify  
 • Wordpress  
 • Typing proficiency: 60 words per minute

**References**      Mary Nguyen | Good Clean Love, Inc. | E-commerce Manager |  
[mary@goodcleanlove.com](mailto:mary@goodcleanlove.com) | 714-988-5825

Rachel Ratliff | Good Clean Love, Inc. | VP of Operations | [rachelr@goodcleanlove.com](mailto:rachelr@goodcleanlove.com) |  
 541-972-4022

Georgia Carleton | Good Clean Love, Inc. | HR Manager | [georgia@goodcleanlove.com](mailto:georgia@goodcleanlove.com) |  
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