

MINA OH

Marketing Operations Professional

San Jose, CA 95008 | (408) 722-6413 | mina.oh@icloud.com

PROFESSIONAL SUMMARY

Marketing Operations professional specializing in omnichannel campaign execution, lifecycle email marketing, CRM, website management, and cross-functional marketing operations. Experienced translating marketing strategy into measurable execution across retail, e-commerce, B2B, and B2C environments.

PROFESSIONAL EXPERIENCE

Creative Assistant | Marketing Operations

Beck's Shoes | San Jose, CA

April 2024 – Present

- Support company-wide B2B and B2C marketing operations within a two-person marketing department, translating campaign strategy into omnichannel execution across 26+ retail locations.
- Design, build, segment, deploy, and optimize 250+ Klaviyo lifecycle email campaigns for audiences of 34K+ subscribers, supporting promotions generating up to \$122K in attributable revenue.
- Execute 2–4 integrated marketing campaigns weekly supporting 20+ nationally recognized footwear brands, including HOKA, New Balance, Birkenstock, Brooks, UGG, KEEN, Merrell, ECCO, OluKai, Wolverine, Thorogood, and Clarks.
- Co-develop campaign creative with the Creative Director, producing HTML emails, Meta advertising, blogs, landing pages, retail signage, digital displays, promotional collateral, and customer-facing marketing assets.
- Build and maintain 22 SEO blogs and 13 WordPress/Elementor landing pages, including vendor campaigns, promotional pages, holiday gift guides, event registration pages, and the continually updated Weekends Only promotional microsite.
- Create, film, coordinate, and publish 100+ Reels and social media campaigns across Instagram, Facebook, LinkedIn, and KRON4 promotional initiatives supporting product launches, vendor partnerships, executive communications, and community outreach.

- Partner with Executive Leadership, Buying, Industrial, Warehouse, District Managers, retail teams, vendors, and media partners to execute seasonal promotions, sponsorships, community outreach, and retail grand openings across California, Utah, and Washington.
 - Maintain digital marketing assets across company websites, 26 Google Business Profiles, and internal communication platforms while analyzing engagement, conversion, and revenue metrics to improve campaign performance.
 - Develop campaign documentation, KPI tracking, workflow resources, and operational processes while leveraging ChatGPT, Claude, and Gemini to improve research, planning, reporting, workflow efficiency, and content development.
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Store Team Leader

Beck's Shoes | San Lorenzo, CA
October 2022 – April 2024

- Led daily retail operations, merchandising, inventory, and customer service while maintaining company performance standards.
 - Supervised, trained, and developed team members while supporting hiring, onboarding, and performance coaching.
 - Managed employer-sponsored safety footwear programs and provided leadership coverage across multiple Bay Area locations.
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Team Member

Beck's Shoes | San Lorenzo, CA
February 2020 – October 2022

- Delivered consultative footwear fittings and personalized product recommendations while consistently contributing to sales goals.
 - Supported safety footwear programs, merchandising, inventory management, and daily store operations.
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Sales Associate

Footwear etc. | Palo Alto, CA
June 2018 – January 2020

- Delivered consultative footwear fittings in one of the company's highest-volume retail locations while consistently contributing to sales goals.

- Supported merchandising and operations across Palo Alto, San Mateo, San Carlos, Burlingame, and Los Altos locations.

EDUCATION

Gavilan College | Gilroy, CA | Computer Science Coursework

General Educational Development (GED) Certificate

CERTIFICATIONS

Think Outside the Inbox: Email Marketing | Google | Coursera • March 2026

Email marketing strategy, campaign planning, copywriting, A/B testing, KPI analysis, & performance optimization.

From Likes to Leads: Interact with Customers Online | Google | Coursera • February 2026

Social media strategy, paid advertising, content planning, customer engagement, & marketing analytics.

Attract and Engage Customers with Digital Marketing | Google | Coursera • January 2026

SEO, SEM, Google Ads, audience targeting, customer personas, & digital marketing strategy.

Foundations of Digital Marketing and E-commerce | Google | Coursera • October 2025

Digital marketing, e-commerce, marketing funnels, CRM fundamentals, SEO/SEM, & marketing analytics.

CORE COMPETENCIES

Marketing Operations:

Project Coordination • Campaign Management • Workflow Development • KPI Tracking

Digital Marketing:

Klaviyo • WordPress • Elementor • SEO • SEM • Google Analytics • Google Business Profile

AI & Workflow Optimization:

ChatGPT • Claude • Gemini • AI-Assisted Research • Workflow Optimization • Reporting

Business & Productivity Software:

Microsoft Office • Excel • Word • PowerPoint • Outlook • Apple Pages • Numbers • Keynote • Google Workspace

Operations & Collaboration:

Vendor Management • Campaign Reporting • Quality Assurance • Stakeholder Communication