

JOSEPH T. ADELANTAR

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EXPERIENCE

Executive Director E-commerce/Retail, The New York Times

New York, NY, July 2013-January 2016

- Led E-commerce Digital Marketing, Site Merchandising, Operations and Creative teams.
- Set vision and strategy for seamless shopping experience across all digital channels. Established a digital marketing strategy to grow the business through re-platform and re-design of the site.
- Planned and directed all web, email, social media and display advertising campaigns that included SEM/SEO/Display/Re-marketing/Social campaigns.
- Measured and optimized Digital Marketing campaigns and utilized reports to measure the success against pre-defined goals and ROI.
- Oversaw customer acquisition across all digital channels with a large focus on SEO.
- Led integration of financial activities, including forecasting, planning, and business analysis.
- Led and negotiated vendor selection: Technology platform provider, (Magento Enterprise). SEM Agency, ESP, Affiliate Marketing Agency, Display, Market Place, A/B testing platform.
- Maintained/developed digital performance reports. Analyze performance and develop recommendations to optimize channel performance.
- Acting Product Manager during re-launch of site creating a technology product roadmap.
- Utilized A/B testing strategy to optimized the platform (UX/UI) focusing on site speed, conversion, AOV and driving more new customers.
- Planned and managed retail ecommerce department processes and practices to ensure that programs are aligned with company business goals and objectives.
- Launched wholesale business with Pottery Barn and Uncommon Goods.

Director of Retail and Ecommerce, Links of London/Folli Follie

New York, NY, January 2011 – June 2013

- Developed and executed an Omni-channel marketing strategy in support of the organization's vision/mission and business plan.
- Met with marketing and merchandising teams to plan digital and in-store marketing campaign supporting online and in-store promotions and events, tying to web and direct mail marketing efforts.
- Achieved 124% comp increase for E-Commerce division within first year.
- Oversaw digital marketing investments, including SEM, SEO, Affiliate and display
- Migrated to proprietary ecommerce platform to optimize UX/UI.
- Improved ROI for concession doors to less than 2 years by negotiating terms and conditions with host store partnerships.
- Supervised Marketing, E-Commerce, Wholesale, and Corporate Sales Departments
Launched Folli Follie wholesale business through Luxury Department Store partnerships and Independent accounts (8 National doors, 3 independents and 8 watch doors).
- Project manager for new store openings process, workback calendar, construction and installation through waterfall process. (10 shop-in-shops in North America).

Director of Store Operations, Brooklyn Industries

Brooklyn, NY, December 2009-December 2010

- Oversaw retail, outlet and e-commerce division.
- Developed and supported digital strategies to drive brand growth from an omnichannel strategy including geo-targeting to boost store traffic, and email acquisitions.
- Drove customer acquisition and retention both online and brick/mortar
- Provided support for cross-channel integration through management of omni-channel marketing initiatives. Achieved 48% YTD comp in E-Commerce division.

- Worked with 3rd party vendor on the migration of e-commerce platform.
- Supervised District Managers, Operations Manager, Visual Merchandise Manager, E-Commerce Manager, and Customer Service Coordinator.
- Project Manager for new store opening through waterfall process.

Regional Manager, Lands End Inc.

New York, NY, May 2006-December 2009

- Regional Manager of new store openings. Held accountable to the overall completion of the project (ROI, site visits, project management and 3 month follow-up).
- Assisted in growing the business from 25 shop-in-shop units to 247 shop-in-shop units
- Managed Northeast Region with total volume over \$234 million.
- Established Omni-channel experience with ecommerce presence in all brick/mortar location.
- Utilized e-commerce data and CRM platform to determine new store openings.
- Worked closely with Merchandising/Allocation team to maximize productivity of regionally based shops (i.e. changed letter grade level of ‘Shore Shops’ during Spring/Summer months to capitalize on increased foot traffic).

Regional Manager, Esprit, Inc.

New York, NY, June 2004-May 2006

- Integral part of opening 12 new retail locations and 2 outlet locations in the United States.
- Increased 50% comp sales through improved staff training, succession planning and creation of store profiles.
- Managed \$14M sales volume in NYC market
- Developed training programs for managers and sales associates that were distributed and utilized region-wide.
- Worked closely with buyers and allocators to discuss product needs and sell-through trends.
- Worked closely with Regional Operations Manager to create an operational binder.

General Manager, Kenneth Cole Productions, Inc.

New York, NY, September 2002 – May 2004

- NYC Region Operational and Merchandising Checklist Leader (ensured all stores adhered to operational standards).
- Worked with buyers on footwear sell-through and the achievement of better profit margins for the stores.

Store Director, The J.Crew Group, Inc.

New York, NY, August 2000 – September 2002

- Managed, trained, and developed a team of 8 assistant managers and 80 sales associates (volume range of \$3M to \$18M).

EDUCATION

Bachelor of Science in Advertising and Marketing Communication, 2001

Fashion Institute of Technology, State University of New York