

Grant Weber

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Education

September 2014- May 2017

University of Minnesota, Minneapolis– *Master of Business Administration*

September 2006 - December 2010

University of Minnesota, Minneapolis – *Bachelor of Arts – Global Studies*

Experience

September 2017 - PRESENT

Polaris Industries, Minneapolis – *E-Commerce Fulfillment Specialist*

- Reduced average monthly customer service costs by 77% through the implementation of improved customer-service processes for internal Polaris teams and recommending UX improvements for customer-service related issues.
- Reduced monthly shipping reimbursement fees by 25%, resulting in a combined savings of over \$10K.
- Improved and expanded the ratings & reviews platform for Indian Motorcycles. This increased coverage of products with customer ratings from 18% to 26%, boosted average review score from 74% to 86%, and increased conversion rate on pages with reviews from 5.5% to 6.2%.
- Reduced apparel return rate by over 25% year over year by improving product content, which resulted in savings of over \$94K year over year.
- Created self-service dashboards and provided reporting to the leadership team on the state of e-commerce inventory, returns, cancellations, and other order management KPIs using a combination of Power BI, SQL, and Google Analytics.

May 2016 - September 2017

Ecreativeworks, Plymouth – *Marketing Project Manager*

- Managed 20-25 web projects for a broad client base in the industrial and engineering sector from proposal to post-launch; project budgets ranged from \$20k to \$75k.
- Consulted with B2B clients on digital strategies that analyze competitive and market data, integrate with client ERP systems, and implement new marketing strategies for the business to grow e-commerce sales.
- Developed SEO strategies for B2B customers, which increased both organic search rankings and conversions through high-quality content, on-page optimization, and link-building campaigns.

March 2012 - May 2016

Boy Scouts of America, Saint Paul– *District Executive, Senior District Executive*

- Led strategy and execution of financial and membership growth plans for a geographic BSA district that resulted in a 10% revenue growth, a 1% increase in membership, and a 8% increase in customer retention in 2015.
- Generated over \$367K in direct unrestricted contributions in 2015 with 10% growth in revenue over 2014, through the management of product sales and fundraising campaigns.

March 2011 - February 2012

Expertise Education, Beijing, China – *English Instructor*

- Served as an English teacher for 15 to 18-year-old students preparing for college entrance exams.

Skills & Certifications

Certified Scrum Product Owner

Google Partner Certification: Google Analytics IQ, Google Advertising - Display, Search

Software: Salesforce, eTapestry, Tableau, Power BI, Microsoft CRM, Google Analytics

Languages: HTML, CSS, SQL, Python