

# Gregg Hollander

(773) 425-5486

[gregghollander@gmail.com](mailto:gregghollander@gmail.com)

[linkedin.com/in/gregghollander](https://linkedin.com/in/gregghollander)

[gregghollander.com](http://gregghollander.com)

**Content Manager**

**Ecommerce Merchandiser**

**Web Content Analyst**

## PROFESSIONAL OVERVIEW

Accomplished ecommerce content manager with multi-year history creating and improving product categorization and marketing content in print and digital media including websites, catalogs, direct email, as well as producing other marketing and sales materials

## EXPERTISE

Planning and developing creative content describing and marketing products

Merchandising products online and in print to enable customers to make informed decisions

Managing content management systems including FileMaker Pro, Stibo STEP, and others

Develop ecommerce product taxonomies

Deploy consistent content across multiple media channels

Manage cross-functional teams and relationships

## KEY ACCOMPLISHMENTS

- Improved product content for thousands of Grainger SKUs by incorporating customer behavior identified by web search analysis improving speed and convenience for customers
- Oversaw creation of WoodlandFoods.com, an ecommerce site reaching \$500,000 B2C sales in first 12 months after launch, exceeding expectations
- Led UX and UI development for iCookbook, a groundbreaking recipe mobile app that reached Top 10 in its App Store category within 3 months of launch
- Managed multi-year, \$1M to \$3M publishing agreements with top-tier clients including KitchenAid, Campbell Soup Company, and Hershey Foods including creation of the best-selling cookbooks in Barnes & Noble Value Press section in 2009, 2010 and 2011

## EXPERIENCES

### W. W. Grainger (contract via Creative Solutions Services) **Content Analyst**

May 2017-Aug 2018

Improved product content on file for Grainger's 1.6 million SKUs

- Analyzed search data (site-specific search behaviors as well as Endeca rankings and Google Search) to identify highest value product attributes
- Designed improvements to product descriptions ensuring they made best use of high value attributes for categorization, search, and filtering functions
- Solicited supplemental product data from vendors as needed to construct desired improvements
- Implemented changes to data structure including changing product taxonomy and revising product categorization for more than 10,000 products across dozens of categories
- Coordinate efforts with cross-functional panel of stakeholders including Product Management, Digital Channel Management, Search Optimization, Operations and Marketing teams

### Woodland Foods, **Content Manager**

July 2013-July 2016

Managed construction of a B2C ecommerce site and planned its first two years of editorial content

- Managed team of 7 people who wrote in-depth descriptions of 1,600+ product families
- Completed design and launch process in 18 months, 6 months ahead of schedule
- Designed system creating multiple versions of product content tailored to specific customer uses

- Refined product taxonomy
- Created editorial calendar for ecommerce site's monthly promotions and oversaw creation of new content (including recipe development and photography)
- Coordinated efforts of eCommerce Marketing team with Sales, Product Management, Purchasing and Operations teams
- Developed standard Sales and Marketing PowerPoint decks for use across the company
- Participated in internal audit prep resulting in three straight annual A ratings from BRC Auditors

**Publications International, Senior Editor**

Sept 2001-Dec 2012

Created custom published cookbooks and magazines featuring products of Fortune 500 CPG companies

- Led content team that created a recipe mobile app called "iCookbook" that ranked among the top 10 apps in its category of the iTunes App store within 3 months of its release
- Designed and executed multi-year, multi-product publishing projects creating millions of impressions of branded content annually
- Developed clear, concise project management tools and reports that were quickly adopted as a standard across company
- Improved to a custom content management system enabling faster, more accurate storage and retrieval of content
- Constructed planning system for development and use of recipe content
- Contracted freelancers to produce written content and photographs for publications
- Managed approval process for clients including Fortune 100 consumer goods companies

**H&S Media, Assistant Editor**

Aug 1999-Aug 2001

Assisted in all aspects of developing and editing magazine content

- Created and implemented planning tools across multiple publishing teams
- Built project planning system from ground up

**HealthUnits, Customer Service Manager**

May 1995-Aug 1999

Oversaw all aspects (hiring, training, daily operations) of a 6-person customer service team.

- Received and processed incoming orders
- Collected necessary documentation for billing purposes
- Had additional oversight of customer service representatives in satellite offices in 10 states

**EDUCATION**

Google Analytics Academy, online at analytics.google.com	Oct 2018-Feb 2019
<ul style="list-style-type: none"> <li>• Google Analytics for Beginners certificate</li> <li>• Advanced Google Analytics certificate</li> </ul>	
University of Chicago, Graham School of Continuing Studies, Chicago, IL	Aug 1999-Dec 2000
<ul style="list-style-type: none"> <li>• Professional Publishing Program</li> </ul>	
University of Missouri, Columbia, MO	Aug 1990-Dec 1993
<ul style="list-style-type: none"> <li>• BA Interdisciplinary Sciences (English, Theater and Sociology)</li> </ul>	

**PASSION PROJECTS**

Vice-President of Community, Board of Directors, Congregation Solel—*Organizing collective social action*  
 Volunteer Soccer Coach (AYSO Region #891)—*Teaching good sportsmanship to young athletes*  
 Volunteer meal server at Inspiration Cafe—*Providing hot, handmade food to those in need*  
 Amateur baker—*Highly proficient creator of home-baked breads, cakes, and other scratch-baked goods*  
 Road and trail runner—*Adventurous spirit leads me to collect miles like others collect trophies; it's not the race it's the road; it's not the medals it's the miles*