



# em patenaude

Seasoned Leader with CRM, Email Marketing, and Product Lifecycle Expertise

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## OVERVIEW:

I am a motivated and innovative professional with over a decade of experience overseeing every aspect of the product life cycle. I possess extensive knowledge in management of the processes of marketing, manufacturing, and sales. With strong leadership skills, I can lead cross-functional teams and manage multiple projects in a fast-paced environment. My expertise lies in analysing and addressing challenges and getting buy-in with the intended impact of planning, building, and launching creative and effective solutions that allow different areas of an organization to work more efficiently.

I am experienced in mentoring, inspiring, and motivating others to reach their full potential. As an adaptable team player with strong emotional intelligence, I excel in conflict resolution and providing constructive feedback. Highly flexible and reflective, I am passionate about learning and continuously improving.

## SKILLS:

SALESFORCE, GOOGLE SUITE, MICROSOFT OFFICE, OUTLOOK, PHOTOSHOP, ILLUSTRATOR, ZENDESK, PAYPAL, BRAINTREE, KOUNT, HTML, ASANA, SENDGRID, LYSTRAK, MAGENTO

## EXPERIENCE:

### EXPERIENCE & OPERATIONS MANAGER | RICHLINE GROUP BOSTON, MA June 2015-2023

*Richline Group, a wholly owned subsidiary of Berkshire Hathaway, is a foremost precious metals and materials manufacturer and marketer. I worked in their Digital division supporting their B2C jewelry brands and managing a small team.*

- Oversaw sales and service operations for a \$2M business, analysing sales data, identifying areas for improvement, and implementing strategies to increase revenue and profitability.
- Worked with the creative team to develop email marketing briefs, ensuring consistent branding and messaging across multiple campaigns and channels.
- Successfully managed fraud prevention efforts, implementing new processes and technologies to detect and prevent fraudulent activities, resulting in a +80% reduction in YOY fraud losses.
- Built out an omni-channel CRM experience for 5 individual brands under one umbrella, including the development of phone trees and chat bots, resulting in improved customer experiences and increased efficiency.
- Collaborated closely with the finance team, ensuring compliance with internal controls, participating in audits, and providing regular reports.
- Worked closely with cross-functional teams, including marketing, production, sales, engineering, and outside vendors, to identify opportunities for process improvements and new product development.
- Demonstrated excellent communication skills, regularly presenting findings and recommendations to senior management and other stakeholders.
- Led a small team of professionals, overseeing day-to-day activities, providing mentorship and guidance, and promoting a positive team environment.
- Developed and implemented training programs for new hires and ongoing professional development for team members, resulting in increased productivity, engagement, and retention.
- Actively participated in industry associations and conferences, staying up to date on best practices and emerging trends in product, technology, fraud prevention, CRM, and customer service.
- Coordinated travel arrangements and planned events for 40+ employees, ensuring timely bookings, accurate itineraries, and cost-effective solutions as a member of the fun committee.
- Managed the office budget, identifying areas for cost savings, and ensuring accurate financial reporting.

### PRODUCTION MANAGER | FUNNY GIRL DESIGNS SALISBURY, MA March 2012-2015

*Funny Girl Designs, LLC is a small, family owned and operated business that manufactures and sells hair accessories. I helped to develop their custom headband division, Stretchheadbands.com and managed a small team.*

- Created hundreds of unique designs and maintained quality assurance for high-volume orders, demonstrating organizational skills and meticulous attention to detail.
- Collaborated with CEO to design marketing materials for email, site, and print channels, ensuring brand consistency and defending creative choices as needed.
- Spearheaded the development of an Amazon storefront to enhance customer experience and establish a strong presence as a small seller on a large platform.

### ADMINISTRATIVE ASSISTANT | RE/MAX PRESTIGE PELHAM, NH July 2007-2009

*Re/Max Prestige was, at the time of my employment, the largest Real Estate brokerage in New England with over 14 offices and 200 agents. I worked seven days a week performing general office duties.*

- Maintained accurate and up-to-date files and records, ensuring compliance with state and federal regulations and internal policies and procedures.
- Prepared and edited correspondence, reports, and other documents using Microsoft Office and other industry-standard software, adhering to strict deadlines and quality standards.
- Facilitated communication between Real Estate agents, brokers, and clients, ensuring that all parties received timely and accurate information.

## EDUCATION:

PSYCHOLOGY • SOUTHERN NEW HAMPSHIRE UNIVERSITY  
BUSINESS MANAGEMENT AND MARKETING • FISHER COLLEGE

## PROFICIENCIES:

STRATEGIC PLANNING | PROCESS IMPROVEMENT | SUPPLY CHAIN MANAGEMENT | LOGISTICS | QUALITY CONTROL | COST REDUCTION |  
PROJECT MANAGEMENT | PERFORMANCE METRICS | LEADERSHIP | RISK MANAGEMENT | COMPLIANCE AND REGULATION |  
CUSTOMER SERVICE | USER EXPERIENCE | GRAPHIC DESIGN