

# Ava M. Salman

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## PROFESSIONAL EXPERIENCE

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### Marketing and E-Commerce Manager, 2015-2023

Specialized in business growth through customer outreach.

- Developed retail division for WATERWISE Gardening, LLC using a custom-designed Website, Email, Social Media, and Print marketing. Planning and marketing endeavors increased sales by 270% year over year.
- Created online selling portal and systems in under 2 weeks and developed systems to pivot business during Covid-19.
- Facilitating new Product Marketing of Bouteloua gracilis 'Blonde Ambition' PP#22,048, one of the top-selling ornamental grass varieties.
- Responsible for hiring, training, and retail team management.
- Create and manage e-mail and social media marketing that currently drives all retail sales.



### E-commerce Manager, January 2012-October 2015

Responsible for all aspects of the Direct to Consumer Online Gift Shop for the award-winning New Mexico Magazine. Including product development, purchasing, operations, and financial accountability.

- Online Store Branding - Identified the need, implemented, and created a branded online store for New Mexico Magazine increasing online sales three-fold.
- Product Development - With a state-wide search and relationship building, I identified new product line categories including Home Goods, Food Products, Native American Folk Art, Jewelry, and more. Many items were designed and branded exclusively to New Mexico Magazine.
- Purchasing and Sales - Using online analytics and square inch analysis, purchasing was in line with customer demand to meet and exceed sales projections.
- Pagination and Print- Paginated, designed, and printed a full spread each month and a 16-page Holiday Gift Guide in November and December.
- Operations and Inventory management - Implemented automated systems to track inventory, reduced backorders, and improved the overall customer experience.
- E-Mail and Social Media - Leveraged subscriber consumer contact information resulting in immediate sales increase.

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HIGH COUNTRY  
GARDENS/SANTA FE  
GREENHOUSES, INC.



## Marketing and Operations Director June 1996-November 2012

Responsible multi-channel marketing and operations for a large B-C horticultural company. Directly responsible for e-commerce, e-mail marketing, social media, system software development and profitability.

- Website Development - Directed the development of three large ecommerce sites, leading designers, programmers, and administration teams.
- E-Mail Marketing - Responsible for the messaging, design and distribution of millions of emails. Managed list segmentation and analyzed mailing results.
- Marketing, Social Media and PR - Successful PR campaigns were developed to reinforce our brand promise of new and exciting plants for waterwise gardens, and introduce award winning new products. The buzz dovetailed with our social media and other marketing opportunities.
- Catalogue Creation and Circulation - Utilizing cutting edge design, copy, merchandising and branding techniques circulation grew to over 1M catalogs per year.
- Shipping and Fulfillment Quality and Cost Oversight - Developed the standard for quality shipping in the mail order plant business. Using integrated shipping systems, we delivered on our branded promise of *order now and plant this weekend*.

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## EDUCATION

COLORADO STATE  
UNIVERSITY,  
FORT COLLINS,  
COLORADO

- Graduated December 1979 Bachelor of Science.
- President of the internationally known CSU Frisbee Team.

