

STEPHANIE LOMBARDI WERNEKEN

B2B & B2C DIGITAL PRODUCT STRATEGY, DEVELOPMENT & OPERATIONS

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EXECUTIVE SUMMARY

Intuitive and resourceful digital product expert with high-impact experience in driving triple-digit growth strategies for consumer and SaaS products. Thrives in dynamic environments that require business leadership, curiosity, decisiveness, and hands-on work.

- **Action-based strategist;** combines product management expertise with data analysis to grow conversions and maximize retention through product development and cross-channel marketing.
- **Change agent;** leverages an entrepreneurial spirit to align customers and technology, achieve business metrics, and create future-ready digital solutions.
- **Passionate collaborator;** highly respected, empathetic leader who supports individual growth and is sought after for professional direction, business insights, and problem resolution.

TECHNICAL SKILLS

Ecommerce & Web: Shopify, WordPress, Squarespace, Webflow, Magento

Administrative: Microsoft Office Suite (advanced Excel skills), Google Suite, Zoom

Design: Canva, Adobe CS (Illustrator, InDesign, Photoshop)

Project Management: JIRA, QuickBase, ClickUp

Payment: Stripe, PayPal, Recurly, WorldPay, Authorize.net

Data Analytics: Google Analytics, Google Data Studio, Looker, Sublytics, Omniture

LMS: Thought Industries, GoToWebinar

SEO Tools: SEMrush, MOZ, Yoast

CRM: Salesforce, HubSpot

Languages: HTML, CSS

EXPERTISE

Product Management

Business Intelligence

Strategy Development

Data Analytics & Research

Customer & User Experience

Change Management

Profit and Loss (P&L)

WORK EXPERIENCE

LUMINOVA DIGITAL, LLC.

Principal Consultant and Owner

Feb 2021 - present

Wake Forest, NC

Digital product consultant supporting B2C and B2B venture-backed startups, private equity owned companies, and small businesses.

- Evaluate \$2MM annual platform contract core to consumer subscription services for an independent media company. Lead discovery of requirements and support gaps covering full-span of marketing, circulation, content gating, fulfillment, operations, ecommerce, and digital and physical subscription product needs.
- Subject-matter-expert guiding subscription box management platform to launch for a startup SaaS company. Provide requirements for analytics and reporting, supply mockups and wireframes for product development, user test beta product, advise sales on key product benefits and marketplace fit, and provide insight into competition and best-in-class solutions.

TRUSTED MEDIA BRANDS, INC.

Director, New Digital Products

Sep 2016 - Jan 2021

New York, NY and Wake Forest, NC

Spearhead the end-to-end evaluation and execution of new-to-business digital products for a global multi-platform media business that reaches over 53M unique visitors, 40M print readers, and 40M social media users per month.

- Recruit and led a team of 11 internal staff and contractors responsible for product management, instructional design, acquisition and retention marketing.
- Defined the product roadmap for the full portfolio of experimental digital consumer products while managing the product lifecycle from ideation through maturation.
 - Grew the DTC subscription product revenue for Taste of Home Special Delivery Box by 160% YOY and from \$1.5MM to \$3.4MM in 2 years.
 - Created a MMP product utilizing WordPress and Shopify, and repurposed content to create \$100K+ in additional consumer revenue.
- Established models, budgets, and content plans for the Family Handyman, Taste of Home, and Reader's Digest brands.

EXPERTISE CONT...

Situational Awareness
Acquisition and Retention
Marketing
Project Management
Cross-Functional Team
Leadership
Coaching and Mentoring
C-Level Executive Consulting

ACCOLADES

Keynote Speaker, 2019
MediaPost Publishing Insider Summit

2019/20 DIGIDAY MEDIA AWARDS:
Best Subscription or Membership Product, Nominee
Taste of Home Special Delivery Box

Best Use of Insights, Nominee
Taste of Home Cookware and Bakeware

Best Revenue Diversification Strategy, Nominee
Family Handyman DIY University

VOLUNTEERING

Marketing and Event Volunteer, 2010 - Present
Survivors by the Sea | Winthrop, MA

Work-Study Program Supervisor, 2015
Cristo Rey High School | New York, NY

EDUCATION

Bachelor of Science (B.S.), Communications
Salem State University
Salem, MA

WORK EXPERIENCE CONT...

- Prepared a detailed business plan and marketing strategy which increased top-line revenue by 250% in Y1 and 600% over 3 years.
- Pitched and launched a series of high-value consumer online workshops increasing site average order value (AOV) by 485%.
- Strategically partnered with ad sales team to develop integrated sponsorship opportunities unifying affiliate marketing, consumer product, and editorial content for multi-million-dollar clients including Walmart and Jergens.
 - Established an online learning sponsorship program generating \$250K in Y1.
- Project managed the systems migration for 10K+ subscribers from CDS and WorldPay to Cratejoy and Stripe.
- Stimulated a 187% increase in purchases for Family Handyman DIY University and decreased bounce rate by 20% by repositioning product offer, revamping messaging, and implementing a new responsively designed website to boost user experience.
- Built and fostered exceptional relationships with suppliers, including renegotiating a 3rd party SaaS contract to save over 50% annually.

F+W MEDIA, INC.

Director, Digital Business Strategy
New York, NY

Jan 2016 – Sep 2016

Promoted to provide strategic leadership and insights to 5 vertical markets with over \$11M in consolidated revenue while demonstrating deep understanding of digital landscape, customer perspective, and business needs.

Online Product Manager

Nov 2011 – Jan 2016

Championed the revenue growth for media and eCommerce company as the P&L owner for the digital portfolio of assigned brand assets, including eCommerce, audience acquisition, online learning, and over-the-top (OTT) advertising initiatives.

- Core contributor in driving the company's eCommerce revenue from \$6M to \$60M+ in less than 3 years.
 - Developed an online learning product worth \$500K in recurring annual revenue.
 - Partnered with internal and external cross-functional teams to grow the average online event registration revenue 150% to 290% YOY.
 - Launched the brand's first live-streaming show and introduced a new sellable sponsorship product for 160K+ weekly viewers.
- Directed the full product life cycle and collaborated with key stakeholders to create user stories, perform A/B testing, design UI/UX mockups, and measure success rates.
 - Prioritized resources, optimized workflow, and determined launch schedules.
- Governed the health and success of email databases up to 350K subscribers.
 - Developed customer segmentation profiles to improve targeted email marketing.
- Provided professional guidance and leadership to 6 direct reports.

ADAMS MEDIA, A DIVISION OF SIMON & SCHUSTER

Manufacturing Lead/Senior Buyer
Avon, MA

Mar 2010 – Nov 2011

Controlled \$3.25MM purchasing budget for the full catalog of consumer goods at a lifestyle book publisher. Managed relationships with international and domestic suppliers and coordinated freight logistics for over 250 projects annually. Awarded the New Reality Award for continued efforts to redefine and improve business.