

# SAM SHERFEY



## CONTACT

Baltimore, Maryland  
443-797-9407  
samuelsherfey@gmail.com

## PROFILE

Outcome-focused, discipline-driven, and down-to-earth Strategy Manager with a focus on delivering creative and innovative solutions for driving increased revenue through e-commerce. An analytical and proactive decision-maker with a collaborative approach. Experience helping start-ups, small businesses, and Fortune 500 companies communicate with retailers and end-users.

## EDUCATION

Syracuse University | Syracuse, NY

**David B. Falk College of  
Sport and Human Dynamics**

B.S., Sport Management

**Martin J. Whitman  
School of Management**

Marketing Management Minor

## AWARDS



2 - Global Tools & Storage  
1 - Global Customer Experience

## EMPLOYMENT HISTORY

### Stanley Black & Decker | Towson, MD

*E-Commerce Content Strategy Sr. Manager | April 2024 - Present*

*E-Commerce Content Strategy Manager | December 2022 - April 2024*

*E-Commerce Content Strategy Lead | May 2021 - December 2022*

*E-Commerce Content Strategist | August 2020 - May 2021*

Developing the future-state of content for flagship brands (BLACK+DECKER, CRAFTSMAN, Cub Cadet, and DEWALT) to provide end-users with interactive experiences and streamlining purchasing decisions leading to increased revenue.

Managing internal SMEs and vendors building immersive guided shopping tools.

- Leading content strategy and development for SBD's transition to DTC
- Managing 3D/AR configurators with a \$41M incremental sales projection
- Published SBD's first guided shopping experience, resulting in a 92% CTR
- Launched first 3D/AR assets leading to +37% online POS
- Sold internal stakeholders on additional \$1M investment in experiential content via conversion and sales data while owning all vendor relationships
- Scaled Amazon product title testing program via SEO-driven automations with an estimated \$68M incremental sales projection
- Created scalable visual and written content library for global retail partners

### Baltimore T-Shirt Company | Reisterstown, MD

*Partner, Sales and Operations Manager | July 2019 - August 2020*

As a Partner, I created efficient internal operations and organized workflows. These standard operating procedures grew the existing customer base and generated new business, while increasing production volume.

- Surfaced and closed new opportunities resulting in +34% revenue YoY
- Managed key accounts with annual revenue of \$1.2M
- Created weekly social posts, including photography and copywriting
- Managed website redesign and development, including content overhaul

### Jellyfish | Baltimore, MD

*Project Manager | December 2018 - July 2019*

Leveraged Agile project management processes and tools to lead creative and development services for retainer and project-based clients.

- Scoped, negotiated, and wrote statements of work for 800K in billings
- Served as Scrum Master and Product Owner in Agile framework
- Led optimization of lead generation forms resulting in +20% conversion

### Planit | Baltimore, MD

*Project Manager | March 2018 - December 2018*

*Associate Project Manager | May 2017 - March 2018*

Working directly with clients, account services, creative, and development teams, I navigated agency processes to ensure successful and timely completion of all deliverables according to client briefing and discovery.

- Led development/maintenance planning for Shopify and WooCommerce
- Guided strategic UX, design, and copy decisions for web and email
- Successfully delivered multi-step, behavior-based email campaigns