

# Skiler Lehman

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## PROFILE STATEMENT

A business professional with experience in new product development, search engine integration, online marketing, and creative problem solving. Strong written and verbal communication skills accompanied by a diversified skillset of working knowledge to tackle new situations. Excellent team collaboration skills with an eager attitude to learn new skills.

## EDUCATION

Bachelor of Science in Business Cumulative GPA: 3.89/4.0  
Indiana University – Purdue University Fort Wayne, Indiana  
Concentrations: Management and Marketing

## RELATED EXPERIENCE

**Do it Best Corp.** Fort Wayne, Indiana 2016-Present  
Search Engine Specialist

- Work with development team and subject matter experts to deliver online catalog enhancements.
- Assist in new search engine integration with online catalog.
- Manage and develop website search strategy with Hawk Search and ElasticSearch.
- Collaborate with merchandising department to develop a synchronized marketing plan.
- Create and develop online catalog landing pages.
- Regulate on page product recommendations with various data strategies.
- Schedule promotional marketing banners.
- Coordinate the development of website banners with graphics department.
- Influence item data content creation with the content management team.
- Develop original SEO landing page content for doitbest.com.

**Do it Best Corp.** Fort Wayne, Indiana 2015-2016  
Customer Service Representative

- Responded to member and customer inquiries and quickly assessed their needs and problems.
- Addressed issues with creative problem solving and solution execution.
- Calm frustrated customers in an effort to repair trust and customer loyalty.
- Issued returns, refunds, and replacements to customers taking into consideration customer expectations and business operations.
- Collaborated with multiple departments to provide accurate answers to customer questions.

**Logikos Inc, Fort Wayne, Indiana**  
**New Product Business Operations Intern:**

2014-2015

*Sales and Marketing:*

- Interface with customers both before and after sale.
- Lead live web site demonstration to existing and potential clients.
- Developed new product ROI calculator.
- Authored and formatted assembly, installation, and user manuals.
- Created inventory-tracking system.
- Attended professional user conference.

*Research and Development:*

- Perform acceptance testing to ensure quality on vendor supplied parts.
- Coordinate with outside suppliers/manufactures to improve product quality.
- Tested signal strengths by reviewing data to determine if system was working correctly.
- Confirm accuracy of system data when developing asset tracking system, and ensured the web portal was accurately displaying and interpreting the data received from hardware.
- Reproduced exact circumstances to report bugs to the senior engineering staff.
- Investigate hardware and software anomalies both in-house and in the field.
- Assemble, test, and manage new product inventory.

## **CERTIFICATIONS, SKILLS & ACHIEVEMENTS**

- Dale Carnegie Training
- Lean Black Belt Six Sigma Certified by Indiana University-Purdue University Fort Wayne
- Microsoft Office Suite Experience
- Google Analytics and Tableau data analytics software experience
- Content Management System (CMS) Experience Including: Hawksearch, WIX, and Squarespace
- Beginner level HTML and CSS knowledge
- Previously American Welding Society (AWS) Certified Welder

## **ACTIVITIES & VOLUNTEER EXPERIENCE**

- |   |              |
|---|--------------|
| • Do it Best Employee Board Vice President                | 2016-Present |
| • Study Connection Tutor                                  | 2015-Present |
| • IPFW Brazilian Jiu-Jitsu Club:                          | 2010-2015    |
| ○ President 2014-2015                                     |              |
| ○ Vice President 2013-2014                                |              |
| ○ Member 2010-2013  |              |
| • Meals For Real Event (Wellspring Food Drive)- Organizer | Fall 2014    |