

Print

Charter Review Committee Interest Form - Submission #20331

Date Submitted: 1/13/2023

Last Name*

Schmalzle

First Name*

Aimee

District # You Live In.*

1

Home Address*

1209 Harrison St

City*

hollywood

State*

FL

Zip Code*

33019

Home Phone

7863025509

Cell Phone

7863025509

Email Address*

aimeeschmalzle2002@yahoo.com

Owner or Renter *

Owner

Number of years as city resident*

5

Are you registered to vote in Broward County? *

Yes

Education (highest degree / level)

bachelors degree

Occupation*

Group Director of Digital Product Technology

Work Phone

Business Name*

Ryder

Business Address

11690 NW 105th St

City

Medley

State

FL

Zip Code

33178

How many elections have you voted in and when was the last time you voted?*

Over 10. I voted in November of 2022

How many City Commission or board meetings have you attended in the last 2 years? Please list:*

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Why do you wish to serve as a member of the Charter Review Committee?*

Would love the opportunity to help serve the community and provide guidance on future initiatives. I want to see the city of Hollywood continue to prosper for the benefit of its residents and future generations.

If appointed, what specific contribution(s) will you bring to the Charter Review Committee?*

I would be able to contribute my knowledge in technology, marketing, planning and building highly effective teams. I've excelled at creating innovative products across multiple industries and believe I can help the city of Hollywood as well.

Have you had any previous experience with a Charter review process?*

No

Please describe your qualifications as an applicant including your professional and/or volunteer experience or background.*

I believe my background in product development and product marketing gives me a unique perspective that I can give Hollywood's city charter committee. I've formed and led large teams that have been passionate and aligned to inspirational goals.

Do you currently serve on any City or County boards or committees? Please list.*

no

Have you ever served on any City or County advisory boards? Please list.*

no

List community / civic service involvement.*

I am a member of Women's United, a division of the United Way.

Attach Resume (only .doc and .pdf files)*

Aimee Digital Product Resume .docx

Aimee Schmalzle

aimeeschmalzle2002@yahoo.com

786-302-5509

1209 Harrison Street

Hollywood, FL 33019

Digital Product • Leadership • Project Management • E-Commerce • Strategic Planning • Marketing

Skilled, senior level leader with extensive digital product and project management experience. Exceptionally strong in marketing and strategic planning. Has an extensive record of creating business solutions with superb user experiences that drive loyalty, awareness and sales. Utilizes democratic and transformational leadership styles to inspire inter and intra-departmental teams to perform above and beyond their expectations. Excels in product ideation, creating leading-edge UX and design, and working across departments and vendors to successfully produce large scale projects. Expertise in campaign creation, analysis, and brand development. Contributions directly affect corporate growth and evolution. A mature, decisive, qualified leader who has a reputation for getting the job done. Would complement a company that needs a leader who can run with a challenge to achieve positive results.

CORE COMPETENCIES

- Ideation and implementation of innovative digital product and marketing campaigns
- Management and team building
- Testing, and optimization
- Strategic planning and development
- E-Commerce, digital, and direct marketing
- Multi-channel marketing activation
- Mobile, website, app creation
- Public speaker and presenter
- CRM and marketing automation
- Analytically minded
- Project management /Agile
- B2C and B2B marketing
- User Experience and design

NOTABLE ACHIEVEMENTS

- **RyderGyde:** Best-in-class fleet management platform that helps fleet managers centralize and operationalize their workforce to optimize their fleet. RyderGyde allows users to schedule maintenance, log and report on fuel taxes, submit driver inspection reports, get roadside assistance, shop for fuel and more.
- **The Wellness App by Spafinder:** This "first of its kind" application allows customers to load funds with Spafinder gift cards or their own credit card. They can then use the funds to pay for services and classes at over 26,000 spa and wellness locations around the globe. Customers can search for locations and deals, write reviews, pay for services and book appointments, all while earning points and rewards. Essentially, this product has now bridged the gap between brands by allowing customers to earn points and rewards at ANY brand location within the network...truly allowing customers to live well daily. Winner: 2016 ISPA Innovate Award. As featured in the 2016 Wellness Issue of People Magazine.
- **Blissworld.com:** This project included UX studies, complete responsive redesign, new eCommerce platform, new call center management tools, new Order Management System, ERP integration and spa booking system. This project redefined the new look and feel of Bliss and provided a single destination for creating spa appointments and ordering products.
- **Bliss Spa Booking App:** The first spa-booking app in the market. This project included working with our POS vendor and app development firm to create a robust system for creating bookings with this native app.
- **MyClubMed:** The first online loyalty program that allowed members to find others traveling with them, create profiles, community boards, and load and share photos taken during their visit.

WORK EXPERIENCE

Group Director of E-commerce Technology

Group Director of Product Platforms and Technology

Group Director of Digital Products

Senior Director of Digital and Lead Generation

Ryder Systems, Inc, 4/2017 - Present

- Led the product development for multiple customer facing digital products within Ryder.
- Spearheaded the vision for the creation of digital customer experiences across multiple products within the Ryder Portfolio including, but not limited to, RyderGyde, Ryder E-Commerce Technology, and ryder.com/used-trucks.
- Leads multiple agile teams with a unified vision and execution plans to develop best-in-class digital websites, mobile applications and customer portals.
- Worked closely with Stakeholders, customers and prospects alike to build products that would resolve pain points and ultimately surprise and delight through innovative, intuitive and useful technology.
- Developed Robust Digital marketing and advertising plan to drive qualified leads for Ryder's B2B business segments

Vice President of Marketing & Digital Product

Spafinder Wellness, Inc. 4/2015- 8/2016

- Responsible for global marketing operations including PPC, affiliate, lead generation, sweepstakes, website promotion, social, email, mobile application development, creative design, consumer experience marketing, editorial, business to business marketing, and retail marketing.
- Key influencer and contributor on the senior management team.
- Led, drove, and successfully completed large-scale digital projects, involving the coordination and project management of initiatives between departments and across multiple organizations.
- Successfully launched The Wellness App, an innovative and award winning mobile application that unites the entire spa and wellness industry through a common payment platform and loyalty program.
- In partnership with the COO and CIO, developed and maintained the company roadmap and future development efforts.

Vice President of E-Commerce and Digital Product: Blissworld.com and timetospa.com (A division of Steiner Leisure, LTD)

Bliss LLC, New York, NY: 4/2011 to 4/2015

- Developed annual marketing and business development plans for both timetospa.com and blissworld.com
- Led the plans to design and architect blissworld's newly responsive website, order management system, ERP, and spa booking system into a singular integrated business solution that will result in streamlined business processes and a state-of-the-art, modern online shopping experience.
- Launched Blissworld.com mobile, timetospa.com mobile, Bliss Spa Mobile Booking App IOS and Android.
- Redesigned timetospa.com for a more modern feel and simplified checkout experience.
- Built and mentored team for the development, maintenance, buying, merchandising, email marketing, digital marketing, and catalog marketing efforts for both timetospa and blissworld.
- Member of the leadership team that is closely involved in the development and growth of Bliss.

Director of E-Commerce (11/2009 - 4/2011), Commerce Marketing Manager (2/2005 to 11/2009)

Steiner Management Services, LLC, Coral Gables, FL (NASDAQ: STNR)

- Utilized public relations, email, direct mail, and digital advertising (including pay per performance, pay per click, remarketing, outdoor, magazine, event, and affiliate marketing) to achieve sales goals and objectives.
- P&L ownership of Steiner Beauty Products, Inc.
- Developed and implemented the strategic plans and initiatives to facilitate ship-to-timetospa communications.
- Developed analysis and reporting tools to better target and understand customers.
- Led international team to determine requirements and designs for the transition of timetospa.com, timetospa.co.uk, and bodyworkmall.com onto a new ecommerce platform, product management system, and ERP fulfillment system.

Marketing Manager, CRM (4/2000- 2/2005)

Club Med Sales, Inc. Coral Gables, FL

- Created, implemented and maintained plans for direct and loyalty marketing.
- Created and managed MyClubMed.com, the Club Med Loyalty program.
- Utilized online and offline mediums to implement award winning direct marketing campaign initiatives. DMA ECHO award finalist for best direct mail initiative in 2003.
- Generated \$22 million in sales from a \$1.6 million annual budget.

EDUCATION

1995-1999 Muhlenberg College, Allentown, PA Bachelor's Degree in Psychology and Communications. Graduated Cum Laude with Honors in Communications. Lifetime member of Psi Chi, an honor society of psychology.	1997 University of Queensland, Brisbane, Queensland Some College Coursework Completed. Studies Industrial and Organizational Psychology and Journalism.
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