

Erica L Johnson

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Commercially minded eCommerce leader with a strong track record scaling global consumer brands across Amazon and digital marketplaces. Expert in P&L ownership, assortment strategy, product launch execution, and performance optimization. Known for developing insights-driven growth plans, improving profitability, and working cross-functionally with Marketing, Supply Chain, Finance, and Product teams. Delivers measurable results through operational rigor, customer focus, and brand stewardship — ideal for fast-paced, innovation-driven organizations like Amazon, Nike, Stanley Black & Decker, and leading CPG companies.

CORE CAPABILITIES

Amazon Vendor/Seller Central • Assortment & Content Strategy • Marketplace Operations • Pricing & Forecasting • Advertising (Search & DSP) • NPD Launch Execution • P&L Management • Retail Media • Analytics & Insights • SAP (AEP) • Excel (Pivots, VLOOKUP)
Creative: Adobe Creative Suite, Video Production, A+ Content

EXPERIENCE

Stanley Black & Decker — National Account Manager, Amazon (HTAS) | Remote

Oct 2023 – Present

Brands: DeWalt, Craftsman, Black+Decker, Lenox, Irwin

- Delivered \$159M FY24 HTAS sales (+10% YoY, +14% to OP) with +346bps SGM expansion.
- Achieved \$65.9M FH25 during price increases; maintained 33.9% SGM (+300bps YoY).
- Drove CRAFTSMAN HTAS POS +20% in 2024 and +38.7% in FH25, outpacing the category.
- Implemented 504 new SKUs, generating \$18.5M+ incremental POS across 2.5 years.
- Key launches: Irwin QuickLift (\$1M POS), Craftsman Mech Sets (\$4M POS), DeWalt Grabo (\$533K YTD).
- Led OP planning, PLRs, content strategy, and financial forecasting aligned with brand and retailer goals.

Internal Awards: President's Club (2024), Golden Tape Measure (Q3 '24), MVP (Q1 '24), eComm WIN (2023)

Stanley Black & Decker — National Account Manager, Amazon (Black+Decker) | Remote

Mar 2022 – Sept 2023

- Launched BEV and Kitchen Wand platforms → \$1.46M POS (2023).
- Delivered breakout POS lifts:
 - BHFEA420J: +50% YoY → \$3.9M
 - BHFEA520J: +1000% YoY → \$6.2M via first Streaming TV campaign
- Managed pricing, forecasting, inventory, and content to deliver \$89.7M Cleaning POS (+2.3% YoY) and \$6.8M Lifestyle POS (+48% YoY).

Sika Corporation — Online Sales Manager | Lyndhurst, NJ

Feb 2019 – Aug 2021

- Scaled Amazon business +303% YoY revenue in 2020 and +57% in 2021.
- Expanded strategic assortment +94%, improving conversion and overall sell-out.
- Managed full Amazon P&L, forecasting, roadmap development, and QBRs with senior leadership.

Sika Corporation — Marketing Communications Coordinator

Jan 2016 – Jan 2019

- Supported launches and campaigns contributing to +15% average annual growth.
- Produced 50+ hours of training, brand, and advertising video content.

SIKA AG — Interim Brand Manager (Corporate HQ, Switzerland)

Sept 2017 – Mar 2018

- Partnered with C-suite on communications, press releases, and investor-facing materials.
- Supported global brand governance and website relaunch, ensuring consistency across markets.

EDUCATION

New Jersey Institute of Technology (NJIT)

B.S. Engineering Technologies • B.S. Architecture • Minor in Business