

SENIOR-LEVEL ECOMMERCE & DIGITAL MARKETING SPECIALIST

Innovative, entrepreneurial eCommerce and digital marketing specialist with extensive experience developing and launching eCommerce websites and sales campaigns that generate millions in annual revenues. Technically advanced, skilled at designing eCommerce systems integrated with financial, inventory, and shipping systems. Collaborative communicator focused on building positive relationships with internal and external stakeholders.

Areas of Expertise

- E-Commerce Management
- Amazon
- Netsuite
- Website Design
- Brand Development
- Digital Marketing
- Stakeholder Communication
- Online Advertising
- SEO Strategies
- Affiliate Programs
- B2B & B2C Sales
- Data Automation

PROFESSIONAL EXPERIENCE

ISLE, National City, CA

Channel Manager, 2018 – 2021

Managed daily eCommerce operations on the corporate website, Amazon, and eBay platforms earning annual revenues of \$35M+ for one of the largest online watersports retailers in the world. Coordinated digital marketing efforts allocating \$500K+ per month for online and TV advertising and affiliate programs. Implemented a new ERP system and built custom API integrations for freight providers, third party logistics (3PLs), and sales channels.

- Achieved 20% increase in revenue every year.
- Improved website performance and supported traffic spikes resulting from increased advertising by migrating the website servers to a cloud-based platform.
- Automated the order lifecycle, saving man-hours and preventing human error by eliminating the need to manually enter hundreds of orders each day into the freight providers system.
- Ensured inventory arriving from China was distributed to 4 3PL warehouses around the USA, as well as 20+ Amazon warehouses through building positive relationships with freight providers.

BAD BOY BRANDS INTERNATIONAL, San Diego, CA

E-Commerce Manager, 2015 – 2018

Created new B2B and B2C eCommerce websites to support the relaunch of 4 sports gear and apparel brands to expand and broaden their appeal. Planned and deployed a website to service European customers including two custom API integrations for third party warehouses. Implemented strategy for an international licensee program that linked branded Shopify sites for each country. Implemented a new ERP system to manage global sales.

- Exploded revenues 600% within 90 days by registering the brand on Amazon and launching a new Amazon Brand Store and A+ pages.
- Increased brand awareness and sales through implementing an affiliate program with professional athletes to promote products on social media channels.
- Ensured high customer retention and acquisition by developing a French and Spanish version of the Europe website to make it more user-friendly.
- Increased the performance, speed, and efficiency of e-commerce functions through developing a centralized dedicated server merging several websites from different servers.

CROWD & COMPANY, San Diego, CA

Brand Manager, 2014 – 2015

Managed eCommerce websites and advertising for multiple brands with total revenues of \$1M+ per month, helping startup brands grow their digital footprint and generate online sales. Formulated and implemented internet marketing strategies and campaigns, administering budgets in excess of \$100K per month. Integrated brands into a sister company that provided 3PL services to facilitate order processing and 2-3 day shipping.

- Improved sales for multiple start-up brands including Gobie h2o, BlissLights, and Neo Car Audio through implementing targeted, effective digital advertising campaigns across internet and social media platforms.
- Streamlined operations and decreased overhead by integrating multiple software systems including online order management, inventory management, 3PL, payment processing, and technical support.

STOECARE MANAGEMENT, San Diego, CA

Business Development Manager, 2010 – 2013

Managed website operations that generated \$2M in e-commerce revenues annually. Led development of the company’s two brands and custom built web properties: upscale brand NeoCarAudio.com, and discount site iCarKits.com which sold multiple brands of similar products.

- Boosted ad generated revenue 300% and website traffic 500% instantly following implementation of digital advertising campaign on Google Ads and Bing Ads.
- Established new revenue streams that generated an additional \$20K per month following the launch of Amazon and eBay sales channels.

ADDITIONAL CONSULTING & ENTREPRENEURIAL EXPERIENCE

- eCommerce Consultant, Sleep Score Labs, Carlsbad, CA
- eCommerce Consultant, BlissLights, Escondido, CA
- eCommerce Consultant, Lifeproof, San Diego, CA
- Business Owner, Progressive Stereo, San Diego, CA
- Business Owner, The Cell Hut, San Diego, CA

TECHNICAL SKILLS

ECommerce Sales Platforms	Shopify, Magento, Wordpress/WooCommerce, Amazon, eBay, Walmart, Home Depot, AliExpress
Digital Advertising Platforms	Google Ads, Bing Ads, Facebook, Criteo, Amazon Advertising, Amazon DSP, Steelhouse (MNTN), Ad Roll, Referral Candy
ECommerce Management Tools	Helium 10, Hello Profit, Viral Launch, Jungle Scout, Channel Advisor, Avalara, TaxJar, Celigo, FeedbackFive, Feedback Whiz, Feedonomics, Zendesk, Gorgias, Klaviyo, Mailchimp, Kenshoo, Moz, Lucky Orange, Google Data Studio
ERP	NetSuite, Skubana, Brightpearl, Fishbowl, StoneEdge
Cloud Computing	AWS, Google Cloud, WP Engine, Kinsta, Nexcess, Cloudways
Web Development	HTML, CSS

EDUCATION & CREDENTIALS

Business Administration/Management Principles, California College, San Diego, CA (2010)

Business Education Coursework Completed, St Petersburg College, St. Petersburg, FL (2003)

Professional Development

- Google Analytics Certified
- Google Ads Certified
- Google Partner