



Robbie J. Shawn

E-Commerce & Brand Management Professional

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PROFESSIONAL SUMMARY

Innovative and dynamic professional with hands on experience in brand management, branding initiative, brand awareness and driving market growth management, E-commerce, intellectual property, sales and marketing initiatives, stakeholder's engagement, business development and system integration. Ability to improve brand presence through strategic planning, content development, customer research, event and product management. Solid background in marketing including technical marketing and digital marketing with extensive experience in developing compelling integrated marketing programs and performing marketing research. Ability to analyze market trends to address business opportunities and issues, and to set the brands' annual objectives, strategies, positioning, tactics and measures. Demonstrated knowledge of current and upcoming product offerings, competitive intelligence, value quantification, incentive and promotions programs. Well organized with strong work ethic, high attention to detail and experienced in managing numerous tasks simultaneously.

E-Commerce | Brand Management | Product Development | Product Management | Competitive Analysis | Sales & Market Analysis | Client Relationship Management | Team Management & Leadership | Presentations | Magento | Shopify | WordPress | SEO | Logistic & Fulfillment | Social Media Marketing | Public Relations & Customer Service | Process & Productivity Improvement | New Business Development | Cost & Budget Control | Market Penetration | Revenue & Profits

QUALIFICATIONS & SELECTED ACCOMPLISHMENTS

- Plan, develop and implement innovative digital marketing strategies and marketing programs, including providing direction, developing and executing marketing programs, reviewing market research to anticipate competitive and industry trends and translating consumer attitudes into new branding directions.
- Provide information about a brand, product, or service in order to generate sales opportunities and build consumer preference towards a particular brand.
- Applies influence and negotiation skills to drive business results Guided by long term objectives and business requirements.
- Daily cross-functional collaboration with Merchandising, Marketing and CoC; tie conversations together with autonomy (Supply, Pricing, Promotions, Product, Marcom etc.) to deliver seamless online customer experience.
- Direct Team through ways to improve online merchandising, promotional, and content management capabilities with existing functionality and future IT roadmap input (from change the business team) to maximize customer consideration and conversion.
- Certified in Google Analytics, Google Ads, Google Partner and in Front End Web Development (HTML, CSS, PHP) with comprehensive training in user experience and web design principles.
- Provide outstanding leadership and management in day-to-day operations on Amazon, Website, and eBay with revenue in excess of \$15 million a year.
- Monitor market trends and oversee advertising channels (Google Ads, Bing, Amazon Seller Central, and Amazon Marketing Services (DSP, and Video in Search) and marketing activities to ensure the right content is delivered.
- Exceptionally advanced computer knowledge with an ability to manage complex disciplines and circumstances; provides competence under pressure in highly complicated situations.
- Work closely with clients to ensure a clear understanding of marketing objective and providing leadership; outstanding success in building and maintaining long-term relationships with key decision makers.
- Directly responsible for maintaining appropriate processes and budget development, recommending changes to business costs, contracts, and marketing strategies to ensure the highest profit margin possible.
- Develop the product/business strategy and analysis and performed ongoing business analysis to drive the brand performance.

SKILLS & AREAS OF EXPERIENCE

BRAND & MARKETING DEVELOPMENT: Manage all aspects of brands and marketing operations; consistently exceed revenue goals by developing and implanting complex marketing initiatives to expand business.

CAREER EXPERIENCE

Hoot Commerce; Tampa, FL (Remote)

January 2023 – July 2024

Freelance E-Commerce Consultant

- Started a full-service e-commerce consulting business specializing in helping start-up brands get established online.
- Setup and manage Amazon accounts, EBC/A+ Content, listings, brand registration, review management, manage FBA shipments etc.
- Developed and implemented strategic advertising campaigns for Google, Bing, and Amazon resulting in significant increases in client revenue.
- Monitored analytics and provided clients with detailed data analysis to inform decision-making.

ISLE Surf & SUP, PEAK Paddle Boards; National City, CA
Channel Manager

April 2018 – January 2023

- Expertly manage day-to-day operations on Amazon, Website, and eBay with revenue in excess of \$35 million a year.
- Manage advertising channels (Google Ads, Bing, Amazon Seller Central, and Amazon Marketing Services (DSP, and Video in Search)); during the busy season, our advertising budgets exceeded \$250k/month.
- Migrated server to Google Cloud, managed Netsuite implementation; provided custom API integration to several 3PL's throughout the US; expertly integrated Amazon Multi Channel Fulfillment into Netsuite.
- Automated the entire order lifecycle, preventing users from having to manually enter hundreds of orders each day into their warehouse management system; worked with freight providers to ensure inventory made it from China to all our warehouses around the USA, including 20+ Amazon warehouses.

Solo Brands; Grapevine, TX (Remote)
Digital Product Manager

April 2022 – January 2023

- Lead development of custom headless website using Shopify's Hydrogen framework alongside Shopify Plus.
- Spearheaded the implementation of custom 3PL integrations using ShipHero and Celigo, enabling synchronization with Shopify Plus, NetSuite and integration of multiple 3PLs worldwide.
- Architected tech stack to automate business processes for multiple brands, facilitating easy integration for future brands within Solo Brands portfolio.
- Developed custom Shopify Plus Apps to enhance product merchandising, promotions, conversion rates, and average order values.

BAD BOY Brands International; San Diego, CA
E-Commerce Manager

Dec 2015 - Mar 2018

- Coordinated with other departments in the relaunching of wide range of brands to get out of the MMA industry and into a broader sports gear and apparel brand.
- Planned and implemented the launch of Europe website including 2 custom API integrations to third party warehouses and launched Amazon in UK, France, Germany, and Spain.
- Created and developed a centralized dedicated server by migrating several websites from different servers to increase performance, speed, and efficiency.
- Provided outstanding leadership and management to Amazon and eBay strategy leading to increase in revenue by 600% within 90 days.
- Strategically linked Magneto and Shopify; involved in the development of international licensee program for each country with spinoff Shopify sites using the same theme and sub-domains.
- Liaised with agencies such as professional athletes and reality stars to develop initiative to increase brand awareness and implement an affiliate program.
- Ensured a high level of customer retention and acquisition by developing a French and Spanish version of the Europe website to make it more user-friendly.

Sleep Score Labs; Carlsbad, CA
Freelance E-Commerce Consultant

Jun 2017 - Mar 2018

- Involved in the development of innovative WordPress website, which was launched in two phases; a static HTML site, and then the full WordPress website.
- Migrated from Microsoft Azure server to WP Engine cloud server to increase website performance to support 40k+ visits in one day due to national TV show airing on Dr. Oz; launched Shopify website using subdomain; collaborated with the marketing team to define marketing program requirements.
- Provided outstanding team leadership to outside developers in managing website redesign process and fixing problems caused by original theme developers.

BlissLights; Escondido, CA
Freelance E-Commerce Consultant

Feb 2015 - Sep 2015

- Analyzed performance of all marketing programs and campaign to identify the best opportunity for E-commerce website, EBay, Amazon (Vendor Central), Google AdWords, Referral Candy, Facebook and more.
- Identified, developed and implemented intellectual property rights on EBay, Amazon, Alibaba, AliExpress and various website hosting companies.
- Identified brand identity opportunities and developed creative marketing strategies to coincide with QVC airings to maximize brand awareness.
- Hired and trained 2 of the top 5 Ebay power sellers as dealers and professionally managed refurbished product strategy resulting in an ongoing liquidation of refurbished inventory.

Crowd & Company; San Diego, CA
Brand Manager

Feb 2014 - Sep 2015

- Managed multiple brands including Gobies h2o, Bliss Lights, Neo Car Audio and more.
- Expertly oversaw advertising campaigns on Google AdWords, Google Shopping, Ad Roll, Amazon.
- Prepared and implemented marketing strategies and campaigns in social media for Facebook, Twitter, and YouTube.
- Assisted in the integration of software systems such as Stone Edge, Fishbowl, 3PL, Six bit, Blackthorne, and Desk.com to streamline operations and decreased overhead.

LifeProof; San Diego, CA**Jan 2011 - Jul 2012***Freelance E-Commerce Consultant*

- Assisted with launching the brands first website using Magento; assisted in the development of pre-order strategy.
- Integrated Magneto with 3PL to process and ship orders; assisted with launch on Amazon Vendor Central and helped lock the brand on Amazon so 3rd party sellers could not sell on Amazon; managed and maintained CRM to ensure smooth customer service processes.

Storecare Management; San Diego, CA**Sep 2010 - Sep 2013***Business Development Manager*

- Oversaw the management two company brands: NeoCarAudio.com, a pricier, brand aware, controlled pricing and ensuring a consistently high standards of customer services and support; and icarkits.com: a low-priced third-party OEM and manufacturer's discount website.
- Created technical plans outlining the structure and integration of Google AdWords program to increase sales over 300% and site traffic over 500%.
- Created and deployed alternate eBay store generating third revenue stream of over \$20,000 monthly.

EDUCATION & TECHNICAL SKILLS

California College San Diego (C.C.S.D.): San Diego, CA*Computer Science (Apr 2010)***St Petersburg College: Tarpon Springs, FL***General Education: Business Management (Sep 2003)***CERTIFICATIONS**

Google Analytics Certification - <https://skillshop.credential.net/dc115eab-2324-463e-953b-83c15860a0da>Google AI-Powered Performance Ads Certification - <https://skillshop.credential.net/cc1b1fde-d626-4714-84c4-087e1c5d66cb>Google AI-Powered Shopping ads Certification - <https://skillshop.credential.net/f7f73937-b9a8-4fec-accf-93b1ec472cc0>Google Foundations of Digital Marketing and E-commerce - <https://coursera.org/share/94d357d5560635905c638356a5eac8b1>Google Attract & Engage Customers with Digital Marketing - <https://coursera.org/share/8e7cac4d90a244593f0c96478a01b173>