

ROBBIE SHAWN

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Director of E-Commerce

Professional Summary

An e-commerce and digital product leader with 14 years of experience scaling e-commerce operations and driving revenue growth. Skilled in aligning technical and people-focused strategies to deliver exceptional customer experiences. Known for strong acumen in marketplace management, pricing strategy, and deploying advanced analytics for data-driven decision-making. Recognized as an SME in Amazon operations with a history of driving innovation, optimizing processes, and executing large-scale digital initiatives.

Selected Accomplishments

- Built a scalable commerce foundation that enabled ISLE Surf & SUP to **3X annual revenue from \$15M to \$45M within 3 years**.
- **Catapulted total sales by 35% within the 3 three months** by launching, optimizing, and scaling comprehensive Amazon Ads, Google Ads, and Bing Ads campaigns with data-driven targeting and performance tracking.
- **Engineered a custom, multi-brand integration between NetSuite ERP and ShipHero WMS** via Celigo to streamline order fulfillment, inventory synchronization, and operational workflows across 5 warehouses in the U.S., Canada, Australia, and Japan.
- **Led global digital expansion initiatives across 4 brand websites**, including multi-language enablement, Avalara tax integration, and third-party logistics (3PL) integrations supporting operations across the U.S., Europe, Canada, Australia, and Japan.

Professional Work Experience

Home Controls | San Diego, CA

May 2024 – Apr. 2026

E-Commerce Manager

Manage and scale multi-channel e-commerce operations across Amazon, Walmart, and eBay marketplaces for a leading national distributor of smart home automation and security products. Lead, train, and mentor a team of 5, including 3 marketing professionals across content creation and image production, as well as 2 customer service representatives. Own end-to-end marketplace performance, including product listings, pricing strategy, advertising, inventory coordination, and customer experience.

- Integrated and configured Feedvisor repricing tools to establish dynamic pricing rules based on competition, margin thresholds, and demand signals to maximize sales volume and profitability.
- Oversee Amazon settlement reporting and financial reconciliation using NetSuite.
- Initiated an upgrade of the Amazon–Celigo–NetSuite integration from Starter Edition to Premium Edition.
- Cross-functionally collaborated with the Inventory Manager to maintain optimal Amazon FBA and Walmart WFS stock levels.
- Rolled out Shopper Approved on the website to systematically generate verified product and company reviews.

Solo Brands (Formerly ISLE Surf & SUP) | Grapevine, TX (Remote)

Apr. 2022 – Jan. 2023

Digital Product Manager

Oversaw marketplace and direct-to-consumer website experiences for a D2C holding company supporting premier outdoor and lifestyle brands. Led product strategy, roadmap development, and execution for multi-brand digital platforms.

- Directed the development of a multi-brand headless commerce framework utilizing Shopify Plus and Hydrogen.
 - Enhanced frontend performance and improved page load times by 70%.
- Collaborated with cross-functional internal stakeholders and external development partners to architect and deploy reusable components and shared infrastructure across multiple brand sites.
- Developed a Conversion Rate Optimization (CRO) and A/B testing program by deploying Dynamic Yield and Lucky Orange.
- Increased Average Order Value (AOV) by 20% through the design and launch of a custom product bundling feature.
- Spearheaded the enterprise-wide implementation of Simon Data Customer Data Platform (CDP).
 - Delivered a unified 360-degree customer view across all brands to support advanced segmentation, personalization, and cross-channel marketing activation.

ISLE Surf & SUP (Acquired by Solo Brands) | Grapevine, TX (Remote)

Apr. 2018 – Jan. 2023

E-Commerce & Channel Manager

Led e-commerce and channel strategy for a top-rated direct-to-consumer brand specializing in inflatable and hard-shell paddle boards and surfing equipment. Managed a team of 4 marketing and 3 customer service professionals.

- Oversaw seasonal marketing and advertising budgets exceeding \$450K per month.
 - Drove a 48% increase in paid media revenue within Year 1.
- Partnered with the executive leadership team, internal marketing stakeholders, and external branding agencies to execute a company-wide rebrand, including logo redesign, website redesign, product design updates, and Amazon A+ enhancements.

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- Directed a full platform migration from WordPress/WooCommerce to Shopify Plus.
- Enabled nationwide 2-day shipping by streamlining order routing, inventory synchronization, and fulfillment workflows.
- Architected a modern customer service technology stack by implementing Gorgias and integrating Shopify, NetSuite, Facebook, Attentive, AfterShip, and Aircall to create a 360-degree customer view and improve response times and customer satisfaction.

Bad Boy Brands | San Diego, CA

Dec. 2015 – Mar. 2018

E-Commerce Manager

Oversaw the e-commerce strategy and execution for an international lifestyle brand delivering performance gear and apparel for combat sports and action sports athletes. Led end-to-end website development, launch, and optimization to ensure scalability, localized user experiences, and alignment with brand positioning across regions.

- Spearheaded the company's strategic transition from a B2B to a direct-to-consumer (D2C) business model.
 - Launched a new Magento e-commerce platform serving U.S. and European markets.
- Partnered with the executive leadership team and marketing department to launch an Amazon-exclusive product line.
- Implemented Brightpearl ERP to centralize order management, inventory control, and accounting workflows.
 - Designed and deployed custom API integrations connecting Brightpearl with third-party logistics (3PL) warehouses in the United States and Europe.
- Developed, launched, and optimized multi-channel digital advertising campaigns across Amazon, Google, and Bing.

Additional Experience

E-Commerce Consultant | BLISSLIGHTS

2015

Brand Manager | CROWD & COMPANY

2014 – 2015

E-Commerce Consultant | LIFEPROOF

2012 – 2013

Business Development Manager | NEO CAR AUDIO/STORECARE MANAGEMENT

2010 – 2013

Areas of Expertise

Key Skills: E-Commerce Management | Digital Commerce Strategy | Multi-Channel E-Commerce | Marketplace Management Pricing Strategy | Revenue Growth | Digital Marketing | Technical Problem Solving | ERP Integrations | Inventory Management Global Fulfillment | 3PL Integrations | Customer Experience Optimization | Stakeholder Collaboration | Cross-Functional Leadership Team Management | Brand Development | Shopify & Custom App Development | SEO & Performance Marketing

E-Commerce Sales Platforms: Shopify Plus | BigCommerce | WooCommerce | Magento | Amazon Seller Central | Amazon Vendor Central | eBay | Walmart | Home Depot | ChannelAdvisor | Shogun

Digital Marketing Platforms: Google Ads | Google Tag Manager | Bing Ads | Criteo | Amazon Advertising | Amazon DSP | Facebook Instagram | TikTok | Attentive | AdRoll | Hotjar | Lucky Orange

E-Commerce Management Tools: Google Analytics | Bing Analytics | Klaviyo | Yotpo | Avalara | Celigo | Dynamic Yield | Impact Monday | Feedonomics | Forter | NoFraud | GS1 | Quartile | Teikametrics

ERP Systems: NetSuite | Brightpearl | Fishbowl | Skubana

Cloud Computing: AWS | Google Cloud | WP Engine | Kinsta | Cloudflare | Rackspace

Web Development: HTML | CSS | PHP | Liquid

Education

Bachelor of Science (B.S.) in Business Administration & Management | CALIFORNIA COLLEGE SAN DIEGO

Feb. 2012

Certifications

Google: Google Ads Search | Google Ads Display | Google Ads Video | Google Ads Apps | Google Ads Creative | Shopping Ads Google Marketing Platform | Google My Business | Google Analytics Individual Qualification | Google Digital Garage | Google Tag Manager | Waze Ads | Google Ads Measurement