



# Robbie J. Shawn

## **E-Commerce & Brand Management Professional**

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### **PROFESSIONAL SUMMARY**

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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**

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- 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**

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**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**

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

***April 2018 – June 2021***

- 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.

**Progressive Stereo; San Diego, CA****Oct 2016 – April 2018***Business Owner*

- Design and develop an integrated and interactive car audio and video website that maximize new opportunity to further drive sales and revenue.
- Plan and monitor orders of clients by linking ERP system to website.
- Build on Magneto 1.9.3, purchased and customized theme.
- Ensure high level of performance by implementing schema/structured data as well as Google AMP.
- Develop and implement website launch on EBay using Magneto M2E Pro extension.
- Write product descriptions and carry out online catalog.
- Grow and expand the customer base through strong relationship development with well-known brands in the industries.

**Bad Boy Brand International; San Diego, CA****Dec 2015 - Mar 2018***E-Commerce Manager*

- 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 margining 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****Jun 2017 - Mar 2018***E-Commerce Consultant*

- 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****Feb 2015 - Sep 2015***E-Commerce Consultant*

- 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****Feb 2014 - Sep 2015***Brand Manager*

- 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.

**The Cell Hut; San Diego, CA****Jan 2011 - Apr 2015***Business Owner*

- Managed and operated online retail portal specializing in major brand and third-party cell phone accessories.
- Oversaw day-to-day operational activities including managing web presence, site and content, evaluating and selecting product, and managing SEO oversight activities and established e-commerce sales portal.
- Coordinated daily sale fulfillment processes, exercise oversight of shipping and receiving, customer services, inventory control, product procurement, and returned/damaged good authorizations.
- Managed all business processes including client relationship management, inventory control, P&L, shipping and receiving, RMA management, and purchase orders in a Stone Edge™ environment.
- Organized and coordinated marketing events and promotion including community events, swap meets, flea markets and farmers markets.

**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.

**LifeProof; San Diego, CA**

**Jan 2011 - Jul 2012**

*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.

**Countryside Publishing; Tampa, Florida**

**Jan 2003 - Oct 2008**

*Regional Business Development Manager*

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**EDUCATION & TECHNICAL SKILLS**

**California College San Diego**

*Business Administration, Management Principles (Deferred Apr 2010)*

**St Petersburg College**

*General Education: Business Education Coursework (Sep 2003)*

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**CERTIFICATIONS / TRAINING / SKILLS / INTERESTS**

*Web Development (HTML, CSS, PHP)*

*WordPress CMS, Shopify, Magneto,*

*Google Analytics (Certified)*

*Google Ads Certified*

*Google Partner*

*Certificate in Sexual Harassment*

*Spending time with family, designing and developing websites*

*REFERENCES PROVIDED UPON REQUEST*