

Brandy Cornett

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Professional Summary

Highly accomplished Online Growth and Creative Solutions Specialist with 5 years of proven success (April 2020 – April 2025) building and scaling a direct-to-consumer e-commerce business to a top 10 ranking out of 2 million stores. Expert in driving substantial revenue growth, achieving over \$200,000 in a peak revenue year, through innovative digital marketing, compelling ad creation, and engaging content development (100,000+ videos, 50,000+ photos). Possesses deep expertise in all facets of e-commerce operations: product development (5,000+ distinct items/variations), merchandising (100+ physical product lines), order fulfillment, and customer relationships. Highly Competent in foundational web technologies (HTML, CSS via Responsive Web Design Certification) with ongoing JavaScript development. Exceptional (Expert-level) financial management, strategic problem-solving, and project execution in high-volume online environments.

Key Achievements:

- Propelled an independent e-commerce store to a top 10 ranking among 2 million competitors.
- Drove annual revenue to over \$200,000 through targeted growth strategies.
- Masterminded creation & deployment of 100,000+ videos & 50,000+ photos for marketing & product showcases.
- Successfully developed & managed a diverse catalog of 5,000+ material items/digital assets & 100+ physical product lines.

Core Competencies

- **Online Growth, Creative Solutions & Business Operations (Expert/Highly Proficient):**
 - Digital Marketing: Strategy, Advanced Ad Creation & Campaign Management, SEO (Keyword Research, On/Off-Page Optimization, Content Strategy), CRO, Social Media & Community Engagement, Email Marketing (Segmentation, Automation, Growth), Content Marketing.
 - E-commerce Management: Full-Cycle Platform Management (Shopify, BigCommerce, etc.), Business Scaling & Revenue Growth, Sales & Pricing Strategy, Product Development (Sourcing, Lifecycle Management), Merchandising & Inventory Control, Order Fulfillment & Payment Processing, CRM, P&L Financial Management (Budgeting, Forecasting), Vendor Relations & Negotiation, Data Analysis & Reporting.
 - Creative Asset Development: High-Impact Ad Creatives (Video/Static), Videography & Video Editing, Product Photography & Image Editing, Compelling Copywriting, Brand Development. (Proficient in Canva).
- **Technical Competencies:**
 - Web Technologies: HTML & CSS (Highly Competent; Responsive Web Design Certified), JavaScript (Actively Developing; Certification Expected Dec 2025), Responsive Web Design Principles.
 - CMS & Analytics: WordPress (Content Updates, Plugin/Theme Management); Analytics Platforms (Google Analytics, Jetpack Stats, E-commerce specific).
- **Operational Excellence & Management (Expert/Highly Proficient):**

- Project & Time Management, Complex Problem-Solving & Strategic Adaptability, Initiative & Entrepreneurial Mindset, Exceptional Communication, Meticulous Attention to Detail & Resilience, High-Level Organization & Multitasking, Crisis Management.

Experience

Founder & Chief Online Growth Strategist | Independent E-commerce Venture | Online April 2020 – April 2025

- Founded and scaled a D2C e-commerce business to a top 10 ranking (out of 2M stores), achieving over \$200,000 in peak annual revenue.
- Drove significant customer acquisition & sales growth via comprehensive digital marketing, emphasizing innovative ad creation & targeted campaigns.
- Directed creation of 100,000+ videos & 50,000+ photos for product showcases, ads, & social media, dramatically boosting engagement & conversions.
- Oversaw all e-commerce operations: managed catalog of 5,000+ items/digital assets & 100+ physical product lines (inventory, fulfillment, payment processing).
- Championed data-driven decision-making by analyzing sales, web traffic, & marketing performance to refine strategies & maximize ROI.
- Built strong brand identity & customer loyalty via expert CRM, strategic content, & personalized engagement, achieving high customer retention.
- Managed all financial aspects with expert proficiency (P&L, budgeting, pricing) for sustained profitability.
- Utilized HTML/CSS for occasional front-end customizations, demonstrating high competence in these foundational technologies.

Additional Web Content & Management

- Rheanight.com (Author Platform, Mar 2025 – Present): Manage active platform focusing on content strategy, UX, SEO, technical maintenance & analytics; apply HTML/CSS with high competence for formatting.
- Stayathomemomitude.com (Mom Blog, Feb 2020 – May 2022, Inactive): Previously managed content creation, SEO, and WordPress technical maintenance.

Household & Operations Management | Americus, GA 2018 – Present

- Directed multifaceted household operations, applying expert-level principles of financial planning, comprehensive budget administration, resource optimization, and vendor management.
- Further honed highly proficient transferable skills in strategic problem-solving, logistical coordination, and meticulous project oversight.

Education & Certifications

- Responsive Web Design Certification – freeCodeCamp – Completed May 2025
- JavaScript Algorithms and Data Structures Certification – freeCodeCamp – (Currently Pursuing, Expected Dec 2025)
- Colorado Technical University (CTU) Online – Coursework in General Studies, 2014 – 2016

Projects

- **Online Growth & Ad Strategy Portfolio (In Development)**
 - Developing a portfolio showcasing anonymized case studies of e-commerce growth, successful ad campaign frameworks, and creative solutions. (Link to be added)

