

## Brandy Cornett

Online Growth and Creative Solutions Specialist

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### Professional Summary

Innovative and technically skilled professional with five years of entrepreneurial leadership in Direct-to-Consumer (D2C) e-commerce, known for expertly organizing and categorizing vast product and digital asset inventories. As a Founder & Chief Online Growth Strategist, I drove a venture to a top 10 ranking and over \$200,000 in revenue, a success rooted in precise data management, information architecture, and strategic content classification. My solid foundation in web technologies (HTML, CSS), analytics, and commitment to continuous learning (JavaScript) position me to excel as a Data Taxonomy Specialist, enhancing data usability and operational efficiency.

### 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

- \* Scaled D2C e-commerce to top 10 (2M stores), driving >\$200K peak annual revenue.
- \* Boosted customer acquisition & sales via digital marketing, innovative ads & targeted campaigns.
- \* Directed 150K+ digital asset creation (videos/photos) for ads & social media, boosting engagement & conversions.
- \* Managed full e-commerce operations: 5K+ item/asset catalog, 100+ product lines, inventory, fulfillment, payments.
- \* Maximized ROI with data-driven analysis (sales, web, marketing) to refine growth strategies.
- \* Built brand identity & high customer retention via CRM, strategic content & personalized engagement.
- \* Secured profitability by managing P&L, budgeting & pricing strategies.
- \* Applied HTML/CSS for front-end customizations & web enhancements.

### **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.
- \* <https://www.google.com/search?q=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 & CERTIFICATION**

- \* 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

## **KEY ACHIEVEMENT**

- \* 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 & 5k+ physical product lines.

## **PROJECTS**

- \* OmniNav: Conceptualized "OmniNav," an advanced indoor/outdoor navigation app featuring 3D maps, real-time traffic/construction alerts, and multilingual image/text translation.
- \* Ariya: Designing a family organization app to simplify scheduling, chores, and meal planning, promoting household tranquility and clarity.
- \* Sybil (Rowan): Conceptualized "Rowan," an AI digital partner for a user, designed for knowledge integration, creative assistance, and personalized insights within its unique conceptual operational plane.