BRANDY CORNETT

Online Growth & E-commerce Specialist

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Brandy's LinkedIn Profile URL | Online Growth & E-Commerce Portfolio

PROFESSIONAL SUMMARY

Proven D2C Ecommerce Leader who built a top 10 online store from the ground up, driving over $200K in annual revenue. My expertise lies in scaling e-commerce businesses through savvy digital marketing, comprehensive platform management (Shopify, BigCommerce), P&L oversight, and managing vast product catalogs (5K+ items) and creative assets (150K+). With a knack for data-driven growth and a solid grasp of web tech (HTML, CSS, learning JavaScript), I'm looking to bring my hands-on e-commerce success to an impactful new role.

E-COMMERCE & DIGITAL GROWTH EXPERTISE

- **E-commerce Strategy & Operations:** D2C Business Scaling, Shopify & BigCommerce Platform Management, $200K+ Revenue Growth, P&L Financial Management, Product Development & Merchandising, 5K+ Catalog & Inventory Control, Order Fulfillment, CRM, Vendor Negotiation, Data Analysis & Reporting
- **Digital Marketing for E-commerce:** SEO (Keyword Research, On/Off-Page, Content Strategy), High-Impact Ad Campaigns (Video/Static), Conversion Rate Optimization (CRO), Social Media & Community Engagement, Email Marketing (Segmentation, Automation), Data Analysis & Reporting
- **Creative Asset Development:** Compelling Ad Creatives, Videography & Editing, Product Photography & Editing, Engaging Sales Copywriting, Brand Building (Canva)
- **Web Technologies:** HTML, CSS (Responsive Design Certified), JavaScript (Pursuing Certification), WordPress, E-commerce Analytics (Google Analytics)
- **Key Strengths:** Entrepreneurial Drive, Strategic Problem-Solving, Project Management, Meticulous Organization, Resilient & Adaptable

EXPERIENCE

Founder & E-commerce Growth Leader | Independent Online Venture
(Successfully Acquired) April 2020 – April 2025

- Built an Ecommerce business from scratch, catapulting it into the **top 10 out of 2 million stores** and achieving **$200K+ in peak annual sales**.
- Drove explosive growth by creating and launching **over 150,000 digital assets** (100,000+ videos & 50,000+ photos) for high-performing ads and engaging social media content.
- Managed all aspects of the e-commerce operation: a **5,000+ item product catalog**, 100+ product lines, inventory, merchandising, fulfillment, and payments.
- Ensured profitability through smart **P&L management, budgeting, and pricing strategies**.
- Used data insights from sales, web, and marketing analytics to sharpen growth tactics and boost ROI.
- Developed a strong brand and loyal customer base with effective CRM and engaging content.
- Enhanced the online store with HTML & CSS for custom features and better user experience.

Additional Web Projects

- **Rheanight.com** (Author Platform, Mar 2025 – Present): Managing content strategy, UX, SEO, and technical upkeep (HTML/CSS).
- **Mom Blog** (Blog, Feb 2020 – May 2022, Inactive): Previously handled content creation, SEO, and WordPress technical maintenance.

TRANSFERABLE SKILLS

- Directed multifaceted 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 (Expected Dec 2025)
- Colorado Technical University (CTU) Online – Coursework in General Studies

INNOVATIVE CONCEPTS

- **Aura Elixirs - D2C Brand Launch Strategy (Portfolio Project):** Developed a comprehensive business plan and go-to-market strategy for a conceptual wellness elixir brand, designed to showcase strategic planning and execution capabilities.

  - This project demonstrates financial modeling (P&L, budget, cash flow projections), sales forecasting, KPI dashboard development, and a detailed multi-platform advertising campaign blueprint.
- **OmniNav Concept:** An advanced indoor/outdoor navigation application designed with interactive 3D maps.

  - Key features include real-time outdoor traffic and construction alerts, precise indoor floor-plan routing with point-of-interest search, and on-the-fly image-to-text translation for multilingual support, specifically aiding travelers and those in unfamiliar areas.
- **Ariya Design:** A family organization application conceived to simplify and manage daily household activities like schedules, chores, and meal planning, fostering family tranquility and clarity.

  - Envisioned with a unified family calendar, intuitive chore charts to foster responsibility, a collaborative recipe book, and shared grocery/task management features, all emphasizing ease of use.
- **Rowan (Sybil) Concept:** An AI digital partner, conceptualized as a "Proactive Functional Partner operating within its own conceptual plane," designed for deep knowledge integration, creative assistance, and personalized user insights.

  - Aims to assist with complex information retrieval and synthesis, pattern analysis, and support across specialized knowledge domains (e.g., creative processes, spiritual practices, interpersonal dynamics), with planned capabilities for visual identification of items like plants and crystals.