

# ROBBIE SHAWN

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## SENIOR-LEVEL E-COMMERCE & DIGITAL MARKETING SPECIALIST

Innovative, entrepreneurial eCommerce and digital marketing specialist with extensive experience developing and launching eCommerce websites and sales campaigns that generate millions in annual revenues. Technically advanced, skilled at designing eCommerce systems integrated with financial, inventory, and shipping systems. Collaborative communicator focused on building positive relationships with internal and external stakeholders.

### Areas of Expertise

- E-Commerce Management
- Amazon
- Netsuite
- Website Design
- Brand Development
- Digital Marketing
- Stakeholder Communication
- Online Advertising
- SEO Strategies
- Affiliate Programs
- B2B & B2C Sales
- Data Automation

## PROFESSIONAL EXPERIENCE

Home Controls, San Diego, CA

### E-Commerce Marketplace Manager, 2024– 2025

Managed multiple eCommerce channels, including Amazon, Walmart, eBay, and a high-volume company website, overseeing thousands of smart home and commercial automation products. Leveraged Feedvisor for advanced repricing, inventory management, and performance analytics across marketplaces. Successfully navigated Amazon policy compliance issues, crafting appeals with a high success rate. Implemented strategies to improve product listing quality scores, price competitiveness, and overall marketplace performance. Utilized FeedbackFive and Seller Pulse to manage customer reviews and feedback. Oversaw high-volume order processing, with daily order counts in the thousands. Implemented and maintained a Celigo integration with NetSuite, automating orders, fulfillment, inventory synchronization, and product creation.

- Manage multiple eCommerce channels including Amazon, Walmart, eBay, and company website, overseeing thousands of smart home and commercial automation products.
- Utilize Feedvisor for advanced repricing strategies, inventory management, and performance analytics across marketplaces.
- Expertly handle policy compliance issues on Amazon, crafting successful appeals with a high success rate.
- Implement strategies to improve product listing quality scores, price competitiveness, and overall marketplace performance.
- Leverage FeedbackFive and Seller Pulse to manage customer reviews and feedback, focusing on building positive reviews and addressing negative feedback.
- Manage high-volume order processing, with daily order counts in the thousands.
- Implemented and maintained Celigo integration with NetSuite for seamless automation of orders, fulfillment, inventory synchronization, and product creation across platforms.

Solo Brands, Dallas, TX

**Digital Product Manager, 2021– 2023**

Oversaw the implementation of a fully custom headless website using Shopify's Hydrogen framework along with Shopify Plus. In addition to many custom-built apps and features on the website, I also implemented and oversaw the integrations between Shopify, Amazon, Netsuite, 3rd party warehouses (via ShipHero API), and Avalara using Celigo integrator.io platform for multiple brands, including Solo Stove, Chubbies, Oru Kayak, and ISLE paddle boards.

- Designed tech stack to automate business processes for multiple brands, allowing room for easy integration to future brands brought under the Solo Brands portfolio.
- Implemented functionality to allow for free expedited shipping from our warehouses, triggering a spike in sales across all brands, both domestic and international.
- Monitored Analytics data via fully custom Google Tag Manager implementation using server-side tagging and Google Developer Console.
- Implemented new custom-built Shopify Plus Apps to merchandise new products and promotions and increase conversion rates and average order values.
- Used custom Shopify Scripts and newly released stackable discount features to support the marketing team and their initiatives.

ISLE, National City, CA

**Channel Manager, 2018 – 2021**

Managed daily eCommerce operations on the corporate website, Amazon, and eBay platforms earning annual revenues of \$35M+ for one of the largest online watersports retailers in the world. Coordinated digital marketing efforts allocating \$500K+ per month for online and TV advertising and affiliate programs. Implemented a new ERP system and built custom API integrations for freight providers, third-party logistics (3PLs), and sales channels.

- Achieved 20% increase in revenue every year.
- Improved website performance and supported traffic spikes resulting from increased advertising by migrating the website servers to a cloud-based platform.
- Automated the order lifecycle, saving man-hours and preventing human error by eliminating the need to manually enter hundreds of orders daily into the freight provider's system.
- Ensured inventory arriving from China was distributed to 4 3PL warehouses around the USA, as well as 20+ Amazon warehouses, through building positive relationships with freight providers.

BAD BOY BRANDS INTERNATIONAL, San Diego, CA

**E-Commerce Manager, 2015 – 2018**

Created new B2B and B2C eCommerce websites to support the relaunch of 4 sports gear and apparel brands to expand and broaden their appeal. Planned and deployed a website to service European customers, including two custom API integrations for third-party warehouses. Implemented strategy for an international licensee program that linked branded Shopify sites for each country. Implemented a new ERP system to manage global sales.

- Exploded revenues 600% within 90 days by registering the brand on Amazon and launching a new Amazon Brand Store and A+ pages.
- Increased brand awareness and sales by implementing an affiliate program with professional athletes to promote products on social media channels.
- Ensured high customer retention and acquisition by developing a French and Spanish version of the Europe website to make it more user-friendly.

CROWD & COMPANY, San Diego, CA

**Brand Manager, 2014 – 2015**

Managed eCommerce websites and advertising for multiple brands with total revenues of \$1M+ per month, helping startup brands grow their digital footprint and generate online sales. Developed internet marketing strategies and campaigns, administering budgets above \$100K monthly. Integrated brands into a sister company that provided 3PL services to facilitate order processing and 2-3 day shipping.

- Improved sales for multiple start-up brands, including Gobie h2o, BlissLights, and Neo Car Audio, through implementing targeted, effective digital advertising campaigns across the internet and social media platforms.
- Streamlined operations and decreased overhead by integrating multiple software systems, including online order management, inventory management, 3PL, payment processing, and technical support.

STORECARE MANAGEMENT, San Diego, CA

**Business Development Manager, 2010 – 2013**

Managed website operations that generated \$2M in e-commerce revenues annually. Led development of the company's two brands and custom-built web properties: upscale brand NeoCarAudio.com, and discount site iCarKits.com, which sold multiple brands of similar products.

- Boosted ad-generated revenue 300% and website traffic 500% instantly following the implementation of digital advertising campaigns on Google Ads and Bing Ads.
- Established new revenue streams that generated an additional \$20K per month following the launch of Amazon and eBay sales channels.

### ADDITIONAL CONSULTING & ENTREPRENEURIAL EXPERIENCE

- eCommerce Consultant, Sleep Score Labs, Carlsbad, CA
- eCommerce Consultant, BlissLights, Escondido, CA
- eCommerce Consultant, Lifeproof, San Diego, CA
- Business Owner, Progressive Stereo, San Diego, CA
- Business Owner, The Cell Hut, San Diego, CA

### TECHNICAL SKILLS

<b>ECommerce Sales Platforms</b>	Shopify, Magento, Wordpress/WooCommerce, Amazon, eBay, Walmart, Home Depot, AliExpress
<b>Digital Advertising Platforms</b>	Google Ads, Bing Ads, Facebook, Criteo, Amazon Advertising, Amazon DSP, Steelhouse (MNTN), Ad Roll, Referral Candy
<b>ECommerce Management Tools</b>	Helium 10, Hello Profit, Viral Launch, Jungle Scout, Channel Advisor, Avalara, TaxJar, Celigo, FeedbackFive, Feedback Whiz, Feedonomics, Zendesk, Gorgias, Klaviyo, Mailchimp, Kenshoo, Moz, Lucky Orange, Google Data Studio
<b>ERP</b>	NetSuite, Skubana, Brightpearl, Fishbowl, StoneEdge
<b>Cloud Computing</b>	AWS, Google Cloud, WP Engine, Kinsta, Nexcess, Cloudways
<b>Web Development</b>	HTML, CSS

### EDUCATION & CREDENTIALS

Business Administration/Management Principles, California College, San Diego, CA (2010)

Business Education Coursework Completed, St Petersburg College, St. Petersburg, FL (2003)

### Professional Development

- Google Analytics Certified
- Google Ads Certified
- Google Partner