



Adam Langston

A results-driven E-commerce Retail Specialist with 10+ years of experience, specializing in business development, digital marketing, and e-commerce strategy. A proven track record of building and leading diverse cross-functional teams to drive sales conversions and product marketing initiatives in high-volume B2C environments.

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Professional Experience

Senior E-commerce Retail Specialist

HomeAppliancePros.com, San Diego, CA September 2016 - Present

- ◆ Manage, build, and develop a cross-functional team of 15 marketing and sales personnel, provide coaching and mentorship, and develop an inclusive work culture centered on creativity to maximize performance and employee engagement
- ◆ Lead the development of marketing copy for product pages across an e-commerce platform generating over \$1M in annual revenue
- Identify solutions to technical issues with the platform, evaluate user data, and recommend enhancements to increase conversion rates by 20% across product lines

E-commerce Retail Specialist

EthicalJewelry.com, San Diego, CA May 2012 - September 2016

- ◆ Led the development of an e-commerce website for an online retailer providing lab-grown diamonds and ethically sourced jewelry products to consumers
- ◆ Supported the development of web functionality enabling users to identify diamonds and jewelry according to size, color, and other specifications, which improved online sales by 25% within three months of implementation

Education

Bachelor of Science (B.S.) Digital Marketing

University of San Diego, San Diego, CA
September 2007 - May 2011

Key Skills

- E-commerce Business
- Digital Marketing
- Cross-Functional Leadership
- Data-Driven Decision Making
- Team Management

Certifications

- ◆ Digital Marketing, American Marketing Association, 2014