

BRITTANY CAMPA

Founder & Digital Solutions Architect

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Los Angeles, CA, USA

Google AI Certified Founder and Digital Solutions Architect. I build and deploy proprietary tools that drive business growth, managing the full product lifecycle from Shopify store creation to coding custom automations for clients.

Work Experience

Founder & Digital Solutions Architect

Jan 2022 - Present

Scanista QR Solutions

- Developed custom Shopify solutions, including interactive product pages and builders, utilizing Liquid coding and integrated with metafields and cart API.
- Managed complete Shopify consulting for 10+ merchants, including initial builds, bulk product entry, and advanced SEO strategies.
- Constructed AI-driven client databases for optimized marketing and enhanced brand visibility.
- Developed a social media automation system enhancing client consistency with accurate, current content.
- Developed custom web tools for client sites, boosting user engagement by 40%.

E-commerce Business Owner

Jan 2021 - Present

Amazon and Shopify

- Established and managed a self-defense product company, overseeing everything from procurement to online marketing and sales.
- Built and managed a fully custom Shopify store, implementing SEO best practices that placed 70% of primary products on the first page of search results.
- Wrote strategic A+ Amazon product listings, using keywords and visuals to increase conversion rates by 20%.

Marketing and Promotions

Jan 2024 - Dec 2025

Salem Media Group

- Managed 15+ weekly promotions and contests, increasing social media engagement by 25% and capturing over 500 qualified leads per month.

Warehouse Lead

Jan 2019 - Dec 2021

DHL Express LAX

- Supervised a team of 8+ associates, implementing a new workflow that improved processing efficiency by 20% and reduced shipping errors by 15%.

Projects

Custom E-commerce & Automation Toolkit for Small Businesses

Present

For 10+ merchants, I engineered custom solutions from concept to deployment. I specialize in coding interactive Shopify pages in Liquid and building proprietary AI automation tools that have increased average user engagement by 40%.

- End-to-End Consulting: Managed all project phases from initial store builds and SEO implementation to final deployment.

- AI & Automation: Built a proprietary AI-powered customer database for targeted marketing and a social media automation system for consistent content posting.

Volunteer Experience

VP of Communication & School Site Council Member
NLMUSD Elementary School

Jan 2024 - Present

Manage communication strategies for family and staff engagement in the school community, and supervise budget allocation as a crucial member of the School Site Council.

Core Skills

Shopify, Liquid Coding, AI & Prompt Engineering, Custom Web Development, Python, JavaScript, HTML/CSS, E-commerce & SEO, Digital Strategy & Automation, Project Management, Client Consulting, facebook, github, google cloud, product sourcing, leadership

Languages

English, Spanish

Certificates

Google AI Essentials
Google

Jun 2025

Google AI Prompting
Google

Jun 2025

Social Media Specialist
Coursera

Jan 2024

State of California Reseller License
State of California

Publications

Interactive Guide to AI Prompting
Scanista QR Solutions

Aug 2025

Empowered small businesses and creators by teaching practical skills for leveraging generative AI. Aimed to transform users from basic inquiries to sophisticated prompt engineering for business applications.

Additional

- Open to relocating for the right opportunity.
- Completed coursework for the Digital Marketing & E-commerce Specialization (2024)
- I am actively seeking new opportunities and am immediately available to bring my skills in building and deploying growth-driving tools to a challenging new role.