



## UNLIMITED WHEELS

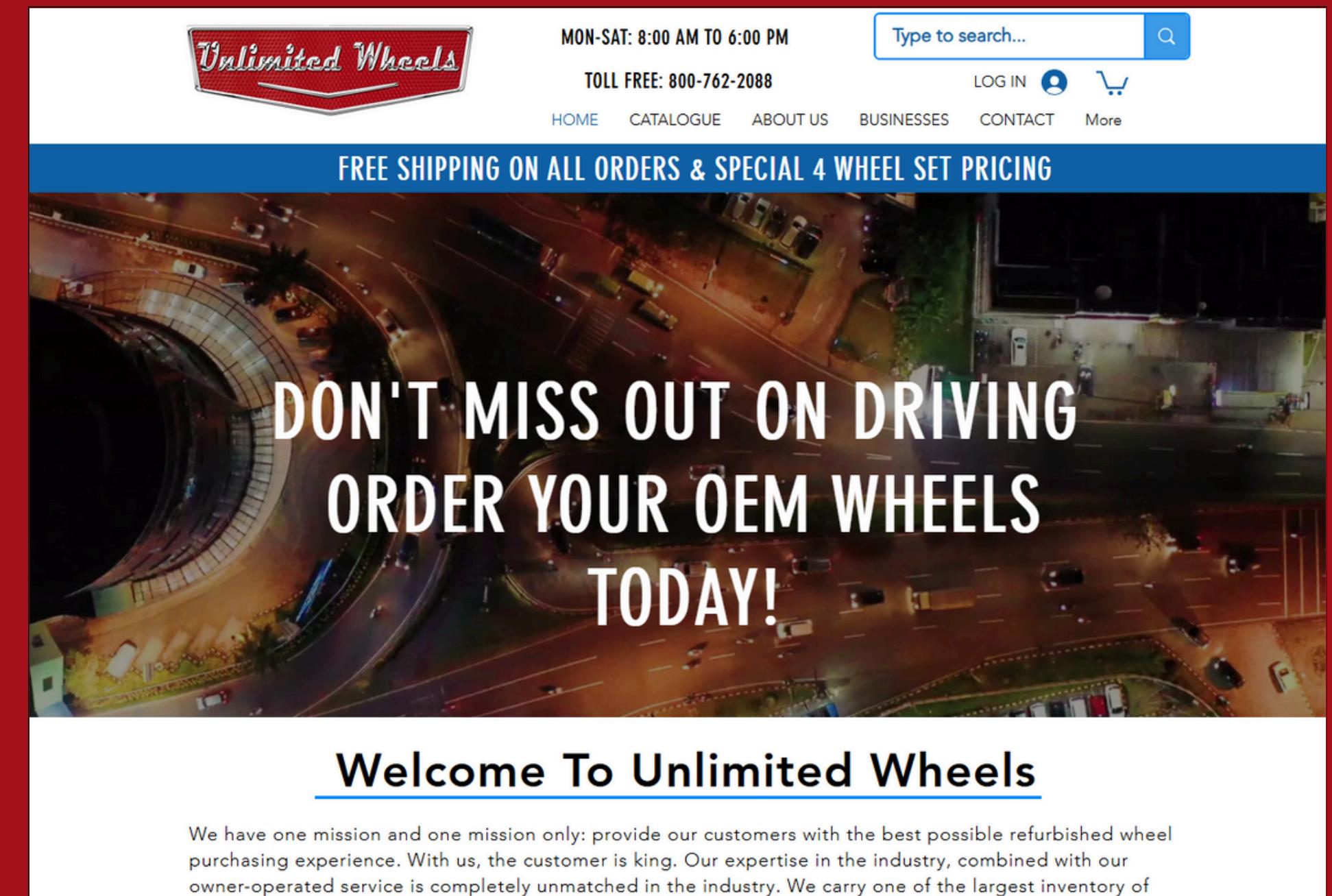
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Anaheim, CA 92805  
Founder and Operator  
March 2020 – June 2024



**Jesus Delgado**

## OVERVIEW

Unlimited Wheels is an e-commerce business specializing in automotive wheels. Being a start-up, I handled every aspect of operations, marketing, and customer engagement. From managing day-to-day logistics to optimizing online visibility through SEO and targeted advertising, I played a key role in scaling the business. My ability to blend marketing, technology, and operational efficiency allowed me to create a streamlined and profitable e-commerce platform.



The screenshot shows the homepage of the Unlimited Wheels website. At the top left is the company logo, "Unlimited Wheels" in white script on a red shield-shaped background. To the right of the logo are the operating hours "MON-SAT: 8:00 AM TO 6:00 PM" and the toll-free phone number "TOLL FREE: 800-762-2088". Further to the right is a search bar with the placeholder "Type to search..." and a magnifying glass icon. Below the search bar are links for "LOG IN" (with a user icon), "HOME", "CATALOGUE", "ABOUT US", "BUSINESSES", "CONTACT", and "More". A prominent blue banner across the middle of the page reads "FREE SHIPPING ON ALL ORDERS & SPECIAL 4 WHEEL SET PRICING". Overlaid on a night-time aerial photograph of a multi-lane highway and overpass, large white text says "DON'T MISS OUT ON DRIVING ORDER YOUR OEM WHEELS TODAY!". At the bottom of the page, a white section features the heading "Welcome To Unlimited Wheels" in bold black text, followed by a paragraph of descriptive text about the company's mission and expertise.

**Welcome To Unlimited Wheels**

We have one mission and one mission only: provide our customers with the best possible refurbished wheel purchasing experience. With us, the customer is king. Our expertise in the industry, combined with our owner-operated service is completely unmatched in the industry. We carry one of the largest inventory of

**Why Buy From Us?**

Why Buy From Us

Watch later Share

MORE VIDEOS

0:01 / 0:45

FREE SHIPPING

SATISFACTION GUARANTEED

LIFETIME WARRANTY

We provide free 3-4 day shipping to all 48 Continental US States. Most wheels are shipped within 24 hours. You'll receive the tracking number once shipped.

If you aren't happy with your wheel, we aren't happy with our sale. Satisfaction is our priority. We offer simple and easy returns. Please read our [Return Policy](#) for more information.

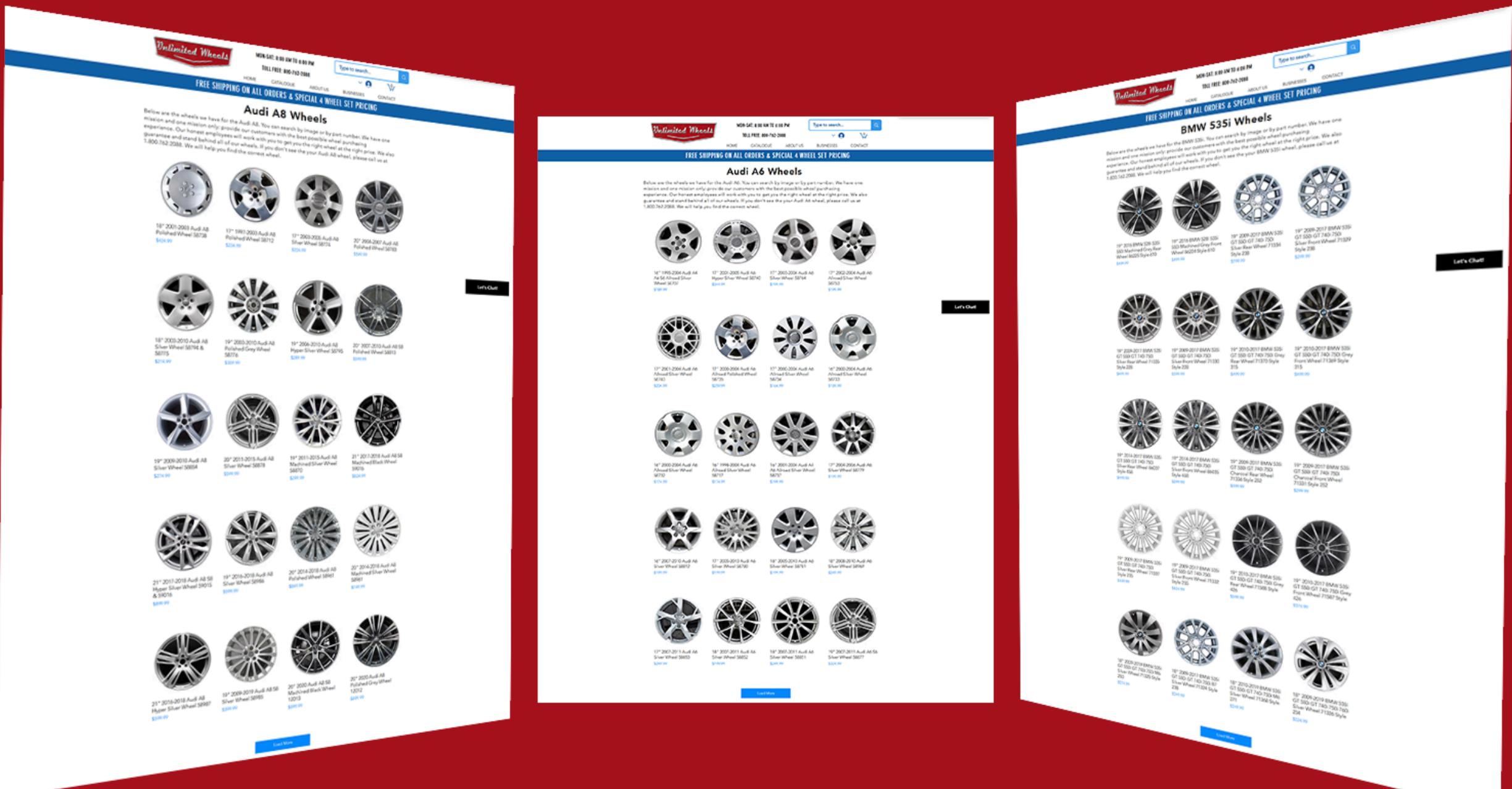
We offer a limited lifetime warranty on the structure of the wheel. We offer a 5 year warranty on the finish of the wheel. Please read our [Warranty Policy](#) for more information.

## Business Operations & Customer Management

- Managed daily operations, including fulfillment, inventory, and customer inquiries.
- Primary customer contact for sales, recommendations, and support.
- Built supplier partnerships for wholesale pricing and industry referrals.
- Implemented fast replacement policy, reducing downtime for urgent orders.

## Branding & Website Development

- Built and managed the e-commerce website.
- Developed a 2,000+ product catalog
- Designed the logo to establish brand identity.
- Produced a brand video to enhance credibility.





### Marketing & Sales Growth

- Ran Google Ads & SEO strategies, increasing traffic and conversions.
- Boosted customer acquisition by 30% through optimized digital advertising.
- Scaled revenue to \$15,000/month by refining marketing and pricing tactics.
- Used market research to stay competitive with pricing

## Website Performance & Automation

- Improved website speed and fixed technical issues for better user experience.
- Implemented data crawling and VBA macros to extract and process product data, reducing manual input and improving efficiency
- Utilized data extraction techniques to optimize automation and improve workflow accuracy

```
(General) Extract_Data_Buick3

Sub Extract_Data_Buick3()

    CopyMatches Sheets("SheetJS").Range("E1:E200"), "AA"
    CopyMatches Sheets("SheetJS").Range("F1:F200"), "AF"
    CopyMatches Sheets("SheetJS").Range("G1:G200"), "AK"
    CopyMatches Sheets("SheetJS").Range("H1:H200"), "AP"
    CopyMatches Sheets("SheetJS").Range("I1:I200"), "AU"
    CopyMatches Sheets("SheetJS").Range("J1:J200"), "AZ"
    CopyMatches Sheets("SheetJS").Range("K1:K200"), "BE"
    CopyMatches Sheets("SheetJS").Range("L1:L200"), "BJ"

End Sub

Sub CopyMatches(rng As Range, DestCol As String)
    Dim v, e, c As Range

    For Each c In rng.Cells
        v = c.Value
        For Each e In Array("Buick", "Chevrolet", "Pontiac", "Saturn")
            If InStr(v, e) > 0 Then
                Sheets("Sheet1").Range(DestCol & c.Row).Value = v
                Exit For 'stop checking for this cell
            End If
        Next e
    Next c
End Sub
```

## CONCLUSION

Running Unlimited Wheels provided me with invaluable entrepreneurial experience, allowing me to develop strong analytical skills, marketing expertise, and business strategy insights. From branding and supplier negotiations to pricing strategies and customer management, I handled every aspect of the business, refining my ability to analyze market trends, optimize operations, and drive growth. This experience strengthened my adaptability and problem-solving skills, reinforcing my ability to make data-driven decisions and execute effective marketing strategies—expertise I am eager to apply in future opportunities.