Michael D. Schenck

mdschenck@gmail.com
linkedin.com/in/michaeldschenck
(404)-450-5326

Education:

Associates Degree in Food service Management, Culinary
Greenville Technical College (Greenville, SC)

Full Stack Flex Web Development Certificate
Georgia Institute of Technology (Atlanta, GA)

Experience:

2020-Present
Digital Merchandising / UI & Ecommerce Fulfillment, Gourmet Foods International (Atlanta, GA). Maintained daily merchandising and user interface of ecommerce specialty food website www.gourmetdash.com with over 50k monthly visitors. Responsible for the set up and execution of timed event promotions, pricing, product listings and management of all digital assets for the main site as well as multiple mirror sites set up for national retail partners. In 2022, completed rebranding and launch of a new Magento 2 based platform for the B2C ecommerce site as well as the main foodservice site, www.gfifoods.com, which facilitates orders totaling over $70m annually. Assisted with complete company wide taxonomy and category assignment in preparation for new site launch. Managed third party fulfillment systems for multiple national ecommerce food distributors including Murray's Cheese (B2C) and US Foods (B2B). Helped lead the new ecommerce department at Gourmet Foods International to 400% growth in revenue over 2 years.

2016 - 2020
Founder, C.O.O. of BAG'd (Atlanta,GA). Founded a direct to consumer online grocery and wellness delivery service. Duties include sourcing all products and maintaining all vendor relationships, customer service, marketing including social media, accounting, and supervision of all staff. Designed and deployed WIX platform ecommerce website and maintained all content, digital assets and product listings.

2008 - 2020
Founder, C.O.O. The Turnip Truck of Georgia, LLC (Atlanta, GA). Founded a boutique produce and specialty foodservice delivery company with an emphasis on providing professional distribution services to local farmers and the highest quality products to Atlanta area restaurants. Duties Including: Procurement / purchasing and pricing, daily reconciliation and accounting. Advertising and promotions including social media marketing, weekly price list and market report publication. Managed all sales and operations on average yearly revenue of 1.5m. over 12 years. In 2015 supervised launch of Magento 1 platform ecommerce website, including site wireframe and design, full product taxonomy and category hierarchy. Managed all web content, digital assets and product listings. Magento super user admin from 2015-2020.

Michael D. Schenck

mdschenck@gmail.com
linkedin.com/in/michaeldschenck
(404)-450-5326

Job Related Skills:

Website Design & Administration
Marketing & Social Media Management
Ecommerce Fulfillment Systems
Management / Supervision
Purchasing & Inventory Management
Logistics / Shipping
Daily Accounting & Deposit
Human Resources Management
Spanish Language Proficiency

Technical Skills:

Html, Css, Wireframe & Site Design
Bootstrap, Materialize Frameworks
Javascript, Node.JS,
API calls & integrations
Magento 2 Pagebuilder Design
Magento 2 Configuration & Plugin Modules
Shipstation Fulfillment Platform

Github Repositories:
https://github.com/mdschenck

Endangered Wildlife Census: https://github.com/mdschenck/Wildlife-Census
Interactive application that displays mapped population sighting information on endangered wildlife based on user location and species input. Technologies used: Materialize Framework, Fetch API Calls, Javascript

Weather Dashboard: https://github.com/mdschenck/Weather-Dashboard
Interactive application that displays current and forecasted weather conditions based on user city input. Technologies used: Materialize Framework, Fetch API Calls, Javascript, Moment.JS

Work Day Scheduler: https://github.com/mdschenck/Work-Day-Scheduler
Interactive application that allows users to plan their work day, with hourly input for tasks stored in local storage, and color changing display to let the user know what they should be working on at present. Technologies used: Bootstrap, Moment.JS, Local Storage, Javascript.