

James Martin

✉ jackjohnmartin@gmail.com 📠 6479708047 📧 in/jackjohnmartin

SUMMARY

Experienced Ecommerce Manager with 4 years of experience in web design, analytics, content management and product management. Proven track record of successfully driving online sales and conversions. Applying for the Manager, Digital Experience Integrations position at Canadian Tire to optimize the customer experience with innovative solutions and technology.

EXPERIENCE

Ecommerce Manager

Blundstone Boots

July 2022 – Present, Collingwood, ON

- Audited fulfillment process and found \$45,000 in fulfillment savings by optimizing package size, to improve dimensional shipping rates.
- Implemented Scan to Verify in the pack process and reduced misships to 0.006% of total orders for Q4 of 2022.
- Oversaw the launch of new products on Amazon Seller Central.
- Develop, document, and implement e-Commerce SOPs and related policies (i.e., order, shipping, return, and refund process, terms and conditions, pre / post online purchase user experience, etc.) in collaboration with internal partners including operations, legal department.
- Developed, documented and implemented a customer rewards strategy, price matching, and price adjustment policies in collaboration with e-Commerce Operations, and e-Commerce Sales Planning team by conducting a survey of customers and analyzing the results to identify the most important rewards that would motivate customers to shop online.
- Aggregating and analyzing customer website data in Google Analytics and sharing visualize data in Google Data Studio. Tracking and reporting AOV, abandon cart rate, Conv Rate, for different product categories.
- Lead, empower, motivate, and develop the current eCommerce team (Team of 8).

Ecommerce Consultant

Squire John's

June 2021 – October 2022, Collingwood, ON

- Built an additional annual revenue stream for the business of low 6 figures. YoY growth of 4.5x.
- Project managed the website build from kickoff to launch and continued to reiterate improve on website layout and additional app integration.
- Engaged with stakeholders across the business including warehouse, accounting, marketing and category buyers, and business owners to understand business goals and outcomes.
- Developed a comprehensive integration strategy and tested that integrates POS, SPA, warehousing, accounting and CRM. Scoped and sourced software and apps that would meet the business' needs around local delivery, sales, in-store pickup.
- Analyzed competitor landscape in the local and regional winter retail space and made recommendations around service offerings.
- Managed a team of 5 of category coordinators to upload catalog of product.
- Trained the internal Squire Johns team around category management, shipment processing and online review collection.
- Collaborated with executive team to set and manage the website objectives, content, user flows and to ensure that customers experiences excelled over competitors.

Ecommerce Lead Generation Specialist

Home Hardware

May 2021 – June 2022, Toronto, ON

- Implemented a weather bidding solution that adjusted Google Ad bids based on snowfall amounts across Ontario – 40% increase in ROAS compared to original.
- Continuously ran A/B digital campaigns to continually improve ad copy, creative and ROAS for ecommerce campaigns; monitor industry changes to include in the test strategies.
- Generated weekly and monthly reports on performance of all campaigns in Excel and Tableau.
- Presented to department leadership on weekly and monthly performance scorecards.
- Monitor campaigns and track traffic and conversion metrics to enable continuous improvement of our marketing efforts, including marketing caps calculation.
- Collaborate with the internal teams to continuously improve landing pages and overall marketing and merchandising campaigns through the affiliate network.
- Assisted in planning, strategy and allocation of the digital paid media budget for various Home Hardware initiatives and strategies. Identified, evaluated and engaged new opportunities in the affiliate marketing space.
- Achieved 11.4% increase in cost-per-acquisition for lead generation campaigns and 7.3% increase in sales YoY.

Ecommerce Consultant

MRG Live

May 2021 – May 2022, Toronto, ON

- Designed the front end of Kevin Smith' Mooby's Toronto web popup shop.
- Sourced local vendors to provide merchandise in a variety of categories – glassware, posters and clothing.
- Created product listings for 20+ items.
- Designed UX workflows for pick up and collect orders.
- Collaborated with marketing in advance of the launch to drive awareness of the website through online channels (Facebook and IG).
- Consulted on incorporating a dropship merchandise solution to work synergistically with new ticketing platform.

- Overhauled the e-commerce architecture and implemented a framework to adequately handle inventory, fulfillment and order management with a 95% success rate.
- Boosted website sales by 25% and improved website efficiency and performance by 20%.

Ecommerce Manager **Verite Films**

September 2019 – May 2021, Toronto, ON

- Project managed the re-building of two Shopify storefronts for U.S and Canadian fans using waterfall methodology.
- Introduced automated delivery tracking emails through Shopify to inform customers of their package delivery. Resulted in a 31% reduction in customer service inquiries.
- Q1 2021 overall revenue increased 2x compared to Q1 2020. Q1 2021 Canadian sales increased 11x and US sales increased 3x compared to Q1 2020.
- Modeled out margins across various product categories for no minimum free shipping across Canada and the United States.
- Sourced dropship partners in the United States to allow for faster delivery times.
- Leverage website sales data to launch a new product specific to the Corner Gas brand – Ruby Coffee – partnered with a white label coffee vendor.
- Managed the site's P&L and shared monthly performance and tracked KPIs with leadership.
- Launched new clothing products for season launches and Christmas themed apparel and website merchandising
- Handled all customer service requests around WISMO, returns and general inquiries.
- Quarter 1 2021 overall revenue increased 2x compared to Q1 2020. Q1 2021 Canadian sales increased 11x and US sales increased 3x compared to Q1 2020.

Ecommerce Consultant **Charlie's Burgers**

September 2018 – May 2019, Toronto, ON

- Worked as a consultant for 8 months helping an Ontario wine subscription business find ways to optimize their revenue channels and gain market share in the DTC wine space.
- Researched the global wine industry and provided stakeholders with business intelligence and identified opportunities within the emerging spirit cooler industry to support the development of new products and marketing strategies.
- Conducted industry assessments and compiled 20 years of LCBO annual reports in excel to analyze alcohol buying trend patterns in various product categories and sub-segment. Conducted competitive analysis of various Ontario wine agencies distribution initiatives to inform our client's strategic priorities.
- Assisted in creating a business-model in excel for the company's 5 year plan that looked at churn rate, AAR and MRR.
- Delivered formal and informal presentations on key findings at 5 key meetings with the client culminating into one final presentation with the client that provided comprehensive recommendations for management to implement in the coming year.
- Generated profit growth of 15% in the first four months and estimated profit to be in double digit digits after the first eight months since implementation of the business model.

EDUCATION

Bachelor of Arts

Dalhousie University · Halifax, Nova Scotia

Masters of Business Administration

York University · Toronto, ON · April 2006

CERTIFICATIONS

Certified Scrum Product Owner

Google Digital Marketing & E-commerce

April 2022

INVOLVEMENT

Director of Events

York University · Arts and Media Management Club · September 2018 – May 2019

- Increased member participation at events by 25% and secured discounts of 15–20% for AMMC members from external vendors.
- Planned and organized several successful events. Coordinated with suppliers and specified event arrangement requirements, managed event budget and negotiated contracts with vendors.
- Developed strategies to increase event turnout and ensure smooth operations of key events, resulting in enhanced member satisfaction.