



PROFESSIONAL SUMMARY

Results-driven E-commerce and Digital Marketing Manager with deep expertise in full-funnel acquisition, paid media, and Amazon growth strategy. Proven track record of scaling revenue, most recently driving **70% YoY growth** on Amazon while overseeing Meta, Google Ads, and Amazon PPC budgets up to **\$20K per month**. Experienced in Paid Media, CRO, funnel development, lifecycle marketing, and AI-driven automation. Strong operator with P&L experience, team leadership, and the ability to build scalable systems, streamline operations, and drive measurable growth across multiple channels.

CORE COMPETENCIES

- Paid Media Management
- Conversion Rate Optimization
- Amazon Growth & PPC Strategy
- Marketing Automation & AI Workflows
- Full-Funnel Marketing & Attribution
- Data Analysis & Performance Reporting
- Lifecycle Marketing
- Keyword Research
- E-commerce Strategy

PROFESSIONAL EXPERIENCE

AFRICAN AMERICAN EXPRESSIONS, SACRAMENTO, CA, AUGUST 2024 – PRESENT

E-commerce & Marketing Manager

- Led e-commerce and digital marketing strategy for a national retail brand generating approximately \$3M annually, overseeing Amazon, Shopify, and Walmart channels.
- Drove 70% year-over-year growth on Amazon, scaling revenue from \$700K through PPC strategy, listing SEO, image optimization, backend keyword optimization, and conversion-focused merchandising.
- Increased overall Amazon conversion rate from under 2% to over 6%, improving efficiency across top product lines and lifting total channel profitability.
- Reduced Amazon catalog from 800 SKUs to the top 20% using the 80/20 principle, improving operational efficiency, ad performance, and inventory focus.
- Managed paid media across Meta Ads, Google Ads, and Amazon PPC, with monthly budgets averaging \$5K–\$15K, scaling to \$15K–\$20K during Q4.
- Spearheaded the development of a fully integrated fundraising marketing funnel, improving lead quality, automation, and operational scalability.
- Built and deployed AI-driven automations, including voice bot workflows, n8n automations, and AI-powered creative production to reduce manual workload.
- Increased revenue contribution from email and SMS marketing through segmentation, lifecycle flows, and optimized campaign cadence.
- Directly managed and mentored one dual-role team member (graphic designer and e-commerce assistant) responsible for creative production and operational support.

ONE DAY DOORS AND CLOSETS, ROCKLIN, CA, OCTOBER 2022 TO SEPTEMBER 2023

Digital Media Buyer

- Developed and implemented end-to-end digital marketing campaigns across Meta, Google, and display channels.
- Tracked, measured, and optimized campaign performance against ROI and KPI targets.
- Evaluated customer experience across multiple touchpoints to identify optimization opportunities.
- Collaborated with internal teams to build landing pages and improve user experience.
- Managed vendor and agency relationships to ensure consistent brand performance.
- Executed content strategy and managed a \$30K+ monthly marketing budget across multiple clients.
- Produced weekly performance reports and participated in strategic planning with executives and marketing managers.

FAMOUS PIZZA, SACRAMENTO, CA, MARCH 2021 – AUGUST 2024

Owner-Operator

- Led full P&L ownership, staffing, marketing, and day-to-day operations for a high-volume local pizza restaurant.
- Managed and trained a team of 10+ employees, including kitchen staff, cashiers, and hosts, improving performance, retention, and service quality.
- Increased foot traffic and customer loyalty through local marketing, community events, SMS campaigns, and targeted social media promotions.

- Streamlined operations by optimizing inventory management, improving prep processes, and reducing food waste.
- Negotiated vendor and supplier contracts, lowering ingredient costs while maintaining quality standards.
- Introduced new menu items based on customer insights, improving overall sales and dining experience.
- Resolved customer issues, maintained high service standards, and ensured compliance with food safety and operational protocols.
- Oversaw all financial reporting, scheduling, vendor relations, payroll, and cost control practices to stabilize profit margins.
- Maintained ownership throughout operations, temporarily stepping away while retaining oversight before returning to restructure the business and implement new marketing strategies.

TNT MARKETING, SACRAMENTO, CA, APRIL 2019 TO MARCH 2021

Digital Marketing Specialist

- Develop and execute innovative and effective small business ad campaigns across popular social media platforms including Facebook, Instagram, Amazon PPC, Yelp, and Google to expand customer base.
- Formulate and implement Content Strategy, leveraging Paid Traffic Management skills in orchestrating marketing projects, balancing a \$30k+ marketing budget for clients.
- Work on development and implementation of new online marketing strategy to increase sales and brand awareness within a year.
- Create and manage annual promotional budgets, monitoring and analyzing digital content.
- Evaluate all digital marketing campaigns, composing weekly reports, and pro-actively participate in team meetings with executives and marketing managers.

LOAN FACTORY, SACRAMENTO, CA, JUNE 2016 TO MARCH 2019

Mortgage Loan Processor

- Certified loan data accuracy in the loan origination system compared to loan documents.
- Requested appraisals, validated assets and SSA, verified income as essential to the loan processing checklist.
- Provide support to loan officer and underwriter teams by guaranteeing timely, judicious, and accurate processing of mortgages.
- Reviewed and verified borrowers' income, credit reports, employment histories, property appraisals, and title insurance information to prepare loan applications for underwriting submission.
- Performed mortgage lending function, interviewing potential clients and assisting them through the entire application process.
- Processed loan applications from individuals and businesses; reviewed contracts, financial statements, and tax returns, guaranteeing company policies were followed.

ENTREPRENEURIAL VENTURES - Drip n' Dip

Business Overview: Own a successful candy business specializing in retail, wholesale distribution, and e-commerce.

- Expanded wholesale distribution channels, acquiring 7 new clients within the first year.
- Implemented and optimized e-commerce platforms, leading to a 400% growth in online sales.
- Overcame logistical challenges by streamlining the supply chain, reducing delivery cost by 20%.

Skills Developed: Business development, strategic marketing, e-commerce management, wholesale distribution, supply chain optimization.

ADDITIONAL INFORMATION

Technical Proficiencies: Meta Ads Manager, Google Ads, Amazon PPC, Amazon Seller Central, Shopify, GA4, Looker Studio, Helium 10, Google Sheets, Excel, n8n automations, AI voice and creative tools