

Shawn Wang

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Experience

Head of E-Commerce | John Robshaw Textiles

Mar 2024 - Present | New York, NY

- Increased online sales by 33% in the first month and maintained a 20% month-over-month growth rate, driving record-breaking revenue.
- Reduced cart abandonment rate by 15% by optimizing checkout processes and implementing A/B testing on product pages.
- Boosted customer retention by 18% with loyalty programs and personalized post-purchase email campaigns.
- Improved website traffic by 40% through targeted digital ad campaigns and SEO optimization.
- Decreased order fulfillment time by 40%, saving over \$150,000 annually in operational costs.
- Negotiated new partnerships with 5 third-party vendors, resulting in a 30% increase in product offerings and boosting overall sales.

Freelancer | Lumus Consulting

Jun 2023 - Present | Remote

- Achieved a 35% increase in organic website traffic by implementing SEO strategies and high-performing content plans.
- Reduced client cost-per-acquisition (CPA) by 25%, resulting in \$75,000 savings annually.
- Improved email marketing engagement, increasing open rates by 28%, click-through rates by 15%, and driving \$50,000 in additional sales.
- Enhanced client e-commerce platforms, leading to a 12% decrease in cart abandonment and a 20% uplift in average order value (AOV).

Director of Performance Marketing & Analytics | Hoonigan

Jul 2022 - Jun 2023 | Compton, CA

- Increased marketing campaign ROI by 30%, contributing an additional \$500,000 in annual revenue.
- Spearheaded cross-functional initiatives, resulting in a 20% increase in customer engagement and social media reach.
- Directed analytics-backed campaigns that led to a 25% growth in new customer acquisition and a 10% improvement in retention.

CRM Director | Hoonigan

Feb 2022 - Jul 2022 | Compton, CA

- Boosted customer retention by 18% by launching targeted lifecycle campaigns and implementing a dynamic CRM strategy.
- Reduced churn by 10%, contributing to an additional \$200,000 in recurring revenue annually.
- Enhanced CRM systems, increasing segmentation accuracy by 25%, enabling precise customer targeting.

Head of Sales & Marketing | Vitalen Auto Performance, Inc.

Dec 2021 - Jan 2022 | Camarillo, CA

- Grew international sales by 28%, adding \$1.2M in annual revenue through strategic team initiatives and market penetration.
- Reduced lead-to-conversion time by 10%, enabling faster sales cycles and \$150,000 in cost savings annually.

Director of E-Commerce | Vitalen Auto Performance, Inc.

Jan 2020 - Dec 2021 | Camarillo, CA

- Delivered a 50% increase in e-commerce revenue, achieving \$2.5M in annual sales through operational restructuring and marketing innovations.
- Expanded international B2B accounts by 25%, driving \$500,000 in additional revenue annually.
- Reduced operational costs by 30% through improved supply chain and inventory management practices.

Sales & Marketing Manager | Vitalen Auto Performance, Inc.

Jun 2019 - Dec 2019 | Newbury Park, CA

- Increased website traffic by 40% with a comprehensive digital marketing strategy.
- Led website redesign, improving customer experience and boosting conversion rates by 15%.
- Drove \$100,000 in new B2B contracts through targeted campaigns and improved brand visibility.

Education

Shanghai University of Economics and Finance

2008 - 2014 | Shanghai, China

Bachelor's Degree in International Economics and Trade

Skills

- **Digital Marketing:** Google Ads, Meta Ads, Microsoft Ads, LinkedIn Ads, TikTok Ads, and more
 - **E-Commerce:** WooCommerce, Shopify, Squarespace, Amazon, eBay, Walmart, and more
 - **Adobe Suite:** Photoshop, Lightroom, Illustrator, Dreamweaver, XD
 - **Web Development:** HTML, CSS, Java, Liquid, React
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Languages

- **English:** Native
- **Chinese Mandarin:** Fluent
- **Chinese Shanghainese:** Fluent