

DOUG DUGUAY

E-Commerce Director · Digital Marketing Director · Head of Growth · DTC Operator · E-Commerce Consultant

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Open to Director & VP Roles · Strategic Consulting · Remote · Hybrid · Onsite

\$1.4M+	\$500K+	4.6×	#1	300K+	\$700K+
Peak Annual Revenue Built From Zero	Client Revenue in 6 Months	ROAS Delivered Solmate Socks	Global Google Ranking 'Cycling Jerseys'	Orders Shipped to 40+ Countries	Google Ads Spend Managed

PROFESSIONAL SUMMARY

There are digital marketers who manage campaigns. There are e-commerce managers who run platforms. And then there are operators who have built real businesses — who have made payroll, owned P&Ls, managed warehouses, negotiated with vendors, led teams, felt every bad month personally, and built every system from the ground up because there was no other option.

Doug Duguay is the latter. Over 20+ years, he has built, scaled, and navigated one of the most complete e-commerce careers in the industry — starting with nothing in a spare bedroom in Portland and growing BicyclingHub.com into a \$1.4M+ DTC business that held the #1 global Google organic ranking for 'Cycling Jerseys' and shipped 300,000+ orders to customers in 40+ countries. He taught himself every discipline that now fills entire departments at major brands: SEO, Google Ads, content strategy, email marketing, conversion optimization, team leadership, vendor management, marketplace operations, and P&L; ownership.

As a consultant, he has delivered 47–400% revenue increases for clients ranging from specialty DTC brands to Amazon marketplace sellers — consistently outperforming agencies charging multiples of his fee. He replaced a \$6,500/month agency for Solmate Socks and generated \$500,000+ in six months at 4.6:1 ROAS. He rewrote 325 Amazon listings in three weeks for SLG Design and drove 200% year-over-year growth. He achieved a 400% first-month sales increase for Afford-A-Ball Golf and has maintained a #1 Google Maps ranking for a telecom client for six consecutive years.

What makes Doug different is not a list of certifications or a particular platform specialty. It is 20 years of skin in the game — optimizing for profit because it was his profit, making hard decisions because they were his decisions, and building things that lasted because he had no choice but to make them last. That experience is not available at any agency. It cannot be replicated by someone who has only ever managed campaigns for someone else's business.

Google Ads Certified. Shopify. Amazon Seller Central. Klaviyo. Meta Ads. SEMrush. GA4. The full modern stack — built on a foundation that most practitioners will never have.

CAREER ACHIEVEMENTS AT A GLANCE

- Generated **\$500,000+ in revenue in 6 months at a sustained 4.6:1 ROAS** for Solmate Socks — replacing a \$6,500/month agency, rebuilding campaign architecture from scratch, and delivering 47% year-over-year revenue growth in November 2023
- Drove **200% year-over-year Amazon sales growth** for SLG Design by rewriting 325 product listings in 3 weeks and restructuring advertising strategy from broad match to automated product targeting

- Built BicyclingHub.com from **\$0 to \$1.4M+ peak annual revenue** as sole founder — shipping 300,000+ orders to 40+ countries, building a team of 6-10, and owning every function of a multi-channel DTC business for 20 years
- Achieved and held the **#1 global Google organic ranking for 'Cycling Jerseys'** for multiple years — outranking Performance Bicycle, Backcountry, and every national chain in the US, Canada, Australia, Japan, and Singapore
- Relaunched as Cycling Love in 2019 and generated **\$400,000+ in 11 months** — solo, on a shoestring, by catching the COVID cycling boom through disciplined closeout inventory strategy
- Delivered **400% increase in website sales in the first month** for Afford-A-Ball Golf through Google Performance Max and Shopping campaign launch
- Earned a **featured link in the New York Times Wirecutter** robotic lawn mower review — one of the most competitive consumer tech categories online — through strategic SEO content authority building
- Maintained **#1 Google Maps ranking for Northwest Telecom for 6+ consecutive years** through local SEO, Google Business Profile optimization, and review generation strategy
- Reduced Google Ads spend **30% while maintaining revenue performance** for Will Leather Goods by auditing and restructuring agency-managed campaigns
- Eliminated **\$20,000+ in annualized wasteful Google Ads spend** on day one of the Solmate Socks engagement through rigorous keyword performance analysis
- Built Facebook brand presence to **117,000 followers** generating 2–4 million monthly impressions and 500,000–800,000 engagements
- Built and managed email list to **50,000+ subscribers** with segmented lifecycle campaigns across Constant Contact and Mailchimp
- Led **8 complete website redesigns and platform migrations** across Yahoo Store, Magento/Adobe Commerce, and Shopify over 20 years
- Managed **\$700,000+ in total lifetime Google Ads spend** generating 19,000+ orders shipped worldwide
- Recognized as a **Silver-Level Bicycle Friendly Business** by the League of American Bicyclists — near-100% bike or walk commute rate among staff
- Generated **\$23,000+ in a single trade show** through disciplined two-tier pricing strategy at the Seattle Bike Show and Outdoor Consumer Show
- Increased conversion rate **30%** for Northwest Telecom through landing page redesign and review generation program
- Delivered **40% increase in in-person sales** for ML Designs through visual merchandising strategy redesign

PROFESSIONAL EXPERIENCE

E-Commerce Director & Founder

BicyclingHub.com · Portland, OR · 2002 – 2018

Founded and built one of the largest online specialty retailers of cycling clothing in the United States — starting with nothing in a spare bedroom in Portland, Oregon in 2002 and scaling to over \$1 million in annual revenue with a team of 6-10 passionate cyclists. Began by sourcing closeout Italian cycling apparel through a contact at the Alpenrose velodrome and listing it on eBay, then transitioned to a branded Yahoo Store to establish a direct customer relationship and brand identity. Over 16 years, led the business through multiple platform migrations, a retail store opening and closing, a near-catastrophic market collapse in 2013, and a disciplined wind-down — applying lessons that would directly inform a successful relaunch six years later.

Every capability this business required was self-taught: SEO, Google Ads, content strategy, email marketing, team leadership, P&L; management, vendor relations, inventory management, warehouse operations, retail management, and eight complete website redesigns. There was no agency, no investor, and no safety net. Every decision was made with real money and real consequences.

Origin, Platform Evolution & Early Growth

- Launched initial e-commerce operations on eBay in 2001–2002, sourcing closeout cycling apparel from Italian and Spanish manufacturers including Santini and Etxe Ondo; first-year revenue of \$50,000–\$100,000 validated the market and funded the transition to a branded storefront
- Developed a credit card-style coupon insert strategy — placing discount codes in every eBay and Amazon shipment to migrate marketplace customers to the direct BicyclingHub brand relationship, building owned audience and reducing platform dependency from day one
- Transitioned to Yahoo Store platform in 2002–2003, customizing checkout and storefront to match BicyclingHub.com branding, establishing brand authority and gaining full control over customer data and marketing
- Attended Solid Cactus E-Commerce Boot Camp (circa 2007), deepening expertise in inventory management, SEO, and email marketing strategy; established ongoing relationships with early e-commerce operators and experts
- Expanded to sister sites CollegeCyclingJerseys.com and an early iteration of CyclingLove.com as targeted SEO plays to capture distinct keyword clusters without cannibalizing the BicyclingHub brand — an early demonstration of multi-site organic strategy
- Evaluated and implemented multiple order management systems over the life of the business including OrderMotion, Stone Edge, Cactus Complete, and ultimately 4P Sitelink — navigating each transition while maintaining fulfillment continuity
- Led 8 complete website redesigns and platform migrations over 16 years, including transitions from Yahoo Store to Magento/Adobe Commerce to Shopify, each time managing design, development, content migration, and SEO preservation simultaneously

Content Strategy & SEO — Building the #1 Global Ranking

- Achieved and held the **#1 global Google organic ranking for 'Cycling Jerseys'** for multiple years — outranking Performance Bicycle, Backcountry, REI, and every national chain in US, Canadian, Australian, Japanese, and Singaporean search results — through a content strategy that was years ahead of its time
- Built the content operation beginning in 2004–2006, investing in depth of knowledge as the primary competitive differentiator in a market where large retailers competed on price and selection — betting that the most authoritative, most useful, most human resource on the web would outrank any competitor regardless of domain authority or budget
- Established Monday editorial meetings and Friday team rides as the structural backbone of the content pipeline — turning shared cycling experience directly into authentic, specific product knowledge that no competitor could replicate from a desk
- Systematically mined customer service inquiries for content opportunities: sizing and fit questions became comprehensive fit guides; care questions became care guides; comparison questions became buying guides; beginner questions became an onboarding content series — creating a self-reinforcing loop where serving customers better also improved organic rankings
- Brought vendor representatives in for regular product training sessions, ensuring BicyclingHub's product descriptions were the most technically accurate and complete available anywhere online — a standard that extended to every fabric specification, every sizing nuance, and every technical detail a serious cyclist might need
- Built and managed a Blogspot-hosted blog (Yahoo Store lacked native blogging capability) generating 6,000+ monthly page views; recruited team members to write in their own voices about products they personally tested, producing authentic content that built genuine trust and brand authority with a highly skeptical cycling audience
- Produced original YouTube video content — some of the earliest cycling product content on the platform, with the first videos uploaded over 18 years ago — covering product fit, technical specifications, care instructions, and use-case storytelling; integrated videos directly on product pages to support both SEO ranking signals and on-page conversion
- Built and managed a staff picks section where every team member tested products personally and wrote field reports from actual rides — vendor samples supplemented by product the team purchased themselves to maintain editorial independence and authentic voice

- Managed a catalog of 600+ SKUs with individually crafted product descriptions for every item: unique size and fit guides, fabric and technical spec breakdowns, customer use-case storytelling, staff personal field reports, and care instructions — a content depth that competitors with far larger teams never matched
- Implemented Japanese-language translation of key site pages and launched Japanese-language Google AdWords campaigns after identifying high-volume organic and paid search demand from Japan — working with translation agencies and Japanese AdWords specialists to capture international demand that domestic competitors were not even aware of
- Expanded international marketing to key markets including Canada, Australia, Japan, and Singapore — developing market-specific keyword strategies and content to serve each audience's search behavior and sizing conventions

Google Ads & Paid Acquisition

- Managed \$700,000+ in total lifetime Google Ads spend generating 19,000+ orders shipped across the US and 40+ international markets — one of the largest independently managed Google Ads operations in the specialty cycling retail category
- Built and refined keyword strategy from early AdWords adoption, developing highly specific, bottom-of-funnel keyword architectures that targeted buyers with active purchase intent rather than casual browsers — a philosophy that maximized conversion efficiency and ROI across every budget level
- Operated peak monthly Google Ads budgets of \$10,000 with disciplined bi-weekly optimization cycles: building negative keyword libraries, identifying converting search terms, pausing non-performers, and reallocating spend to highest-ROI campaigns
- Made deliberate, data-informed tradeoffs: accepted lower conversion rates on broad category terms like 'Cycling Jerseys' because the sheer volume of global traffic compensated — a strategic decision that required both the data literacy to identify the pattern and the confidence to act on it
- Executed international PPC expansion into Japanese market with translated campaigns targeting high-value cycling apparel buyers — an initiative that required identifying the opportunity from organic traffic data, sourcing translation partners, building Japanese-language ad copy, and managing campaign performance across language and currency barriers
- Continuously refined product feed quality for Google Shopping campaigns, optimizing titles, descriptions, and attributes to improve impression share and product listing performance

Email Marketing & Lifecycle Strategy

- Built email subscriber list to 50,000+ using Constant Contact and Mailchimp — one of the largest owned audiences in the specialty cycling retail category — through consistent value delivery, product launch announcements, and lifecycle touchpoints that gave subscribers reasons to stay engaged beyond promotional messaging
- Deployed sophisticated segmented campaigns mixing product promotions, staff-written editorial content, cycling lifestyle features, and seasonal programming — treating the email channel as a content publication as much as a sales channel, which produced higher engagement and lower unsubscribe rates than pure promotional approaches
- Developed abandoned cart recovery flows, customer win-back campaigns, post-purchase sequences, and product education series — building lifecycle marketing infrastructure that extended customer relationships and maximized repeat purchase rate
- Used credit card-style coupon inserts in every Amazon and eBay order to systematically convert marketplace customers into direct email subscribers — an offline-to-online list growth strategy that simultaneously reduced marketplace dependency and built owned audience at zero incremental cost

Team Leadership & Culture

- Built and led a team of 6-10 employees across content creation, customer service, warehouse operations, and retail — with a hiring philosophy of cyclists first, skills second — ensuring every team member could speak to customers with genuine product authority because they were the same customer

- Established clear editorial roles: Head Content Developer managing blog, email marketing, PR outreach, and social media; product page content specialist responsible for descriptions, YouTube video embedding, staff picks, and on-page SEO; customer service team members who doubled as product testers and field reporters
- Applied Jim Collins' *Good to Great* principles throughout — particularly the 'right people on the bus' framework; listened to Collins audiobooks on repeat from 2008–2013 and absorbed the hedgehog concept, confronting brutal facts, and cash discipline into daily operational decisions
- Maintained a team culture where everyone rode: Friday team rides were not optional, they were the editorial engine — real product experience from real rides produced authentic content that no amount of spec-reading could replicate
- Learned the hard way that brilliant execution combined with toxic culture is a net negative in a small passionate team — a lesson from a high-performing early employee whose gossipy behavior undermined team cohesion; their departure improved team performance and morale simultaneously, reinforcing that cultural fit outweighs raw talent in close-quarters environments
- Called customers directly to discuss Italian cycling clothing sizing nuances — a practice that reduced returns, built extraordinary customer loyalty, and generated content insights that improved fit guides and buying guides site-wide
- Recognized as a **Silver-Level Bicycle Friendly Business** by the League of American Bicyclists, with near-100% bike or walk commute rate among staff — a genuine reflection of how deeply the cycling culture ran through every aspect of the business

Retail Operations

- Opened first retail store at SE Water Avenue & Taylor (Water Avenue Commerce Center) in 2007, featuring premium brands Castelli, Assos, Descente, Giordana, and Showers Pass — bringing the BicyclingHub brand into physical retail to serve Portland's cycling community directly
- Made the difficult decision to close the retail location in 2008 during the financial crisis, prioritizing resource conservation and business survival over brand presence — a clear-eyed application of the 'confront the brutal facts' principle
- Reopened retail at 642 SE Stark Street in 2010 in a 4,000 square foot combined warehouse and retail space after a change in competitive dynamics created a clear opening — demonstrating both the strategic patience to wait for the right moment and the execution capability to move quickly when it arrived
- Managed simultaneous DTC e-commerce, retail, Amazon Seller Central, and eBay operations — coordinating inventory, fulfillment, and customer service across four distinct channels while maintaining brand consistency and catalog integrity

Trade Show & Event Operations

- Participated in the Seattle Bike Show and Outdoor Consumer Show across multiple years as both a brand presence and a strategic inventory liquidation mechanism — using the shows to move closeout and end-of-season inventory at premium margins relative to online clearance alternatives
- Developed a two-tier pricing strategy for trade show operations: higher prices during peak show traffic, followed by aggressive Sunday closeout pricing to clear all remaining stock before breakdown — a disciplined approach that maximized both revenue and cash flow while eliminating the cost of returning unsold inventory
- Generated \$23,000+ in revenue at a single trade show through this strategy — a figure that validated the approach and made show participation a consistent line item in the annual operating plan

Vendor Relations & Buying

- Built direct wholesale relationships with premium Italian and European cycling brands including Castelli, Pearl Izumi, Santini, Giordana, Descente, Assos, and Showers Pass — negotiating terms, managing seasonal buys, and maintaining relationships that gave BicyclingHub access to product and support that smaller competitors couldn't obtain
- Maintained Castelli as the anchor brand throughout the business's history through consistent volume performance that protected the relationship even under competitive pressure from larger Portland retailers — a relationship that

ultimately survived and strengthened through the Cycling Love relaunch

- Made disciplined, unsentimental vendor decisions based on margin health: dropped Pearl Izumi almost immediately when they refused to protect minimum advertised pricing, and eventually dropped most brands that couldn't or wouldn't hold MAP — accepting short-term revenue losses to protect long-term profitability
- Explored private label opportunity in 2010 — investigated developing a proprietary bib shorts line but could not source manufacturing at the right price/quality intersection; the discipline to walk away from an attractive idea that didn't pencil out reflected the same margin-first philosophy applied to vendor decisions

P&L; Management & Financial Discipline

- Managed complete business P&L; including revenue forecasting, gross margin analysis, channel profitability, inventory carrying costs, payroll, rent, and marketing spend allocation — developing financial fluency through direct accountability rather than financial management training
- Applied cash flow discipline from early in the business's history, managing seasonal inventory cycles, trade credit relationships, and working capital constraints that are the permanent reality of specialty retail — building the instincts for cash management that formal business education rarely provides
- Navigated the simultaneous impact of three structural market forces in 2013: Lance Armstrong's January doping confession that collapsed cycling apparel demand within weeks; European gray market competitors deliberately avoiding the 20% US tariff on cycling clothing to undercut domestic pricing; and Google algorithm updates that systematically reduced organic rankings for specialty independents in favor of large brand retailers — responding with a disciplined combination of brand rationalization, SKU elimination, inventory reduction, and a pivot to outside consulting work to maintain financial stability

Founder & E-Commerce Director

Cycling Love · Portland, OR · 2019 – 2023

After winding down BicyclingHub and spending several years building a consulting practice, relaunched the cycling apparel business as Cycling Love in 2019 — this time with a deliberately leaner model informed by two decades of hard-won operational experience. No employees. No trade credit lines. Closeout inventory only. The objective was to operate a profitable, low-overhead DTC and marketplace business without the structural vulnerabilities that had made BicyclingHub susceptible to market shocks.

Strategy & Launch

- Launched simultaneously on Shopify (DTC) and eBay (marketplace), applying the multi-channel strategy refined during BicyclingHub's operation — using marketplace exposure to drive brand awareness while building direct customer relationships through the Shopify storefront
- Adopted a closeout-only inventory model — buying opportunistically from brands clearing end-of-season or discontinued product rather than committing to forward seasonal buys — eliminating inventory risk while maintaining access to premium product at margins that supported healthy profitability
- Maintained no trade credit lines and no outside financing, operating entirely on cash flow — a discipline that removed financial fragility from the model and allowed the business to operate sustainably without revenue pressure

The COVID Opportunity

- Made a proactive inventory decision in February 2020 — monitoring Castelli's closeout availability and purchasing strategically before any COVID impact was visible — a decision that positioned Cycling Love directly in the path of the cycling boom that followed
- When COVID-19 triggered a nationwide surge in cycling participation in April 2020, Cycling Love was positioned with Castelli inventory, an operational Shopify storefront, and established eBay presence — the business caught fire immediately and sustained exceptional performance through 2021

- Deepened the Castelli relationship during the boom period, with the brand providing continued access to closeout and new product opportunities that extended the growth period beyond the initial COVID surge
- Generated \$400,000+ in revenue within 11 months — a performance that validated both the lean operating model and the strategic inventory decision made before the market shift

Wind-Down & Transition

- As closeout supply from premium brands began drying up in 2022, made the disciplined decision to wind down Cycling Love naturally rather than shift to a higher-risk full-price inventory model — applying the same unsentimental business judgment that had characterized BicyclingHub's best decisions
- Transitioned fully to consulting by 2023, taking with it two decades of operational experience, a strengthened Castelli relationship, and a clear-eyed understanding of what lean, profitable e-commerce looks like when the fundamentals are right

Senior Digital Marketing & E-Commerce Consultant

Doug Duguay Consulting · Remote · 2017 – Present

Provide comprehensive DTC growth strategy, digital marketing execution, and e-commerce platform optimization for brands across retail, consumer goods, telecommunications, and professional services. Operate as a fractional E-Commerce Director and Digital Marketing Director — bringing founder-level strategic thinking and operator-level execution to engagements that agencies address with junior account managers and templated approaches.

Every client engagement is approached with the same obsessive focus on profitable growth that characterized BicyclingHub: optimizing for margin and lifetime value, not just traffic and top-line revenue. The result is a consistent pattern of outcomes that outperform what agencies charge multiples to deliver.

Will Leather Goods · Digital Merchandising & Google Ads Contractor · 2025

Will Leather Goods is a Portland-based premium leather goods brand with a loyal following and exceptional product quality. Engaged to audit and restructure digital marketing operations previously managed by an external agency.

- Conducted comprehensive Google Ads account audit, identifying structural inefficiencies, misallocated budget, and non-converting campaigns that had been running unchallenged under agency management
- Restructured campaign architecture and reduced monthly ad spend by 30% while maintaining revenue performance — delivering immediate, measurable ROI improvement without disrupting channel continuity
- Rewrote product descriptions for top-performing SKUs, incorporating authentic customer language gathered directly from retail associates and customer service team — applying luxury copywriting principles that improved both ad relevance and on-page conversion
- Focused optimization efforts on the top 20 best-selling items to maximize revenue impact per hour invested, establishing a prioritization framework the brand could continue applying independently

ML Designs · Visual Merchandising Consultant · 2025

ML Designs is an independent design brand seeking to improve in-person sales performance through better product presentation and visual merchandising strategy.

- Audited existing product display strategy and identified structural weaknesses in how product was being presented to in-person shoppers — including flow, visual hierarchy, and price point anchoring
- Redesigned complete visual merchandising strategy including display layout, product grouping, signage hierarchy, and customer flow — translating e-commerce conversion optimization principles into a physical retail context
- Delivered **40% increase in in-person sales** following implementation — a result that validated both the diagnosis and the redesign approach

- Collaborated directly with the founder throughout the engagement to ensure the redesigned merchandising strategy aligned with brand vision and could be maintained and evolved independently

SLG Design - Amazon Marketplace & Advertising Consultant - June – December 2024

SLG Design is a South Korean leather goods manufacturer producing exceptional products — Italian leather, vegetable-tanned, genuinely premium — with Amazon listings that were functionally unreadable. Broken English, missing keyword optimization, and an advertising strategy built on broad match keywords that spent heavily and converted poorly.

- Manually rewrote all 325 Amazon product listings in three weeks — transforming technically broken descriptions into compelling, keyword-optimized narratives built around Italian leather heritage, vegetable-tanning craftsmanship, and the premium positioning the product quality actually deserved
- Developed a listing copywriting framework that balanced Amazon SEO keyword density requirements with genuine consumer-facing persuasion — addressing the different needs of the search algorithm and the human buyer simultaneously
- Simultaneously restructured the entire Amazon advertising program: paused all broad match keyword campaigns that were generating clicks without conversions, and rebuilt the account around automated product targeting on top-rated SKUs — letting Amazon's own algorithm identify buyers who had already demonstrated purchase intent for similar products
- Created A+ Content for priority ASINs to improve brand storytelling and conversion on product detail pages — extending the copywriting work beyond basic listings to the full customer experience
- Delivered **58% year-over-year sales increase in the first full month** of the new listing and advertising strategy
- Sustained growth through the engagement, reaching **200%+ year-over-year growth by project end** — a result that transformed SLG Design's Amazon business from a poorly performing asset into its primary revenue channel

Solmate Socks - Google Ads & DTC Growth Consultant - July – December 2023

Solmate Socks is a beloved Vermont-based sock brand known for its vibrant, mismatched designs and strong brand identity. They had been working with a digital marketing agency at \$6,500 per month and were not satisfied with the results. Engaged to replace the agency, audit the existing program, and rebuild from the ground up.

- Conducted immediate account audit on day one: identified all keywords with CPA exceeding the product price point — spend that was mathematically incapable of generating profitable transactions — and paused them immediately, eliminating **\$20,000+ in annualized wasteful spend** before noon on the first day
- Identified the core strategic error in the previous agency's approach: text-based search ads for a product whose primary value proposition is visual — vibrant, colorful, mismatched designs that need to be seen to be desired. Rebuilt the entire campaign architecture around Google Performance Max with rich visual creative that showed the product rather than described it
- Developed a creative testing framework to identify highest-performing visual assets — systematically rotating product photography, lifestyle imagery, and seasonal creative to continuously improve click-through and conversion rates
- Built a dynamic budget scaling strategy tied to the holiday shopping calendar: maintained a \$800/day baseline budget during normal periods and scaled aggressively to \$2,500/day during peak holiday windows — capturing seasonal demand at the moments when consumer intent and purchase probability were highest
- Dominated search results for high-value gift-category keywords during the critical Q4 window with multiple simultaneous placement types, maximizing visibility across the full purchase funnel
- Managed weekly performance reporting to the founder, translating campaign data into clear business insights and maintaining transparent communication about what was working, what wasn't, and what decisions needed to be made
- Generated **\$500,000+ in revenue across the 6-month engagement at a sustained 4.6:1 ROAS** — a return that delivered the founder approximately \$4.60 in revenue for every \$1.00 invested in advertising

- November 2023 revenue increased **47% year-over-year** — from \$222,934 to \$327,504 — the highest single-month revenue in the brand's history to that point

Afford-A-Ball Golf · Paid Advertising & Conversion Specialist · 2024

Afford-A-Ball Golf is a specialty golf retail brand seeking to grow e-commerce revenue through paid digital advertising. Engaged to launch and manage Google Ads campaigns for a business with limited prior paid search experience.

- Conducted keyword research and competitive analysis to identify highest-value search terms for golf equipment and accessories — building a campaign structure that balanced broad discovery with high-intent purchase terms
- Launched Google Performance Max and Google Shopping campaigns simultaneously — structuring the Performance Max campaign to leverage Google's full ad inventory while using Shopping to capture buyers actively comparing specific products
- Optimized product feed quality for Google Merchant Center, improving title structures, attribute completeness, and image quality to maximize Shopping campaign impression share and click-through rates
- Delivered a **400% increase in website sales in the first month** — one of the fastest initial results of any engagement — validating both the keyword strategy and the campaign structure

Robotic Lawn Mower · E-Commerce Developer & Digital Marketing Consultant · 2022 – 2024

Built and operated RoboticsLawnMower.com — a specialized Shopify e-commerce platform for Ambrogio and Mammotion robotic mowers — as a solo operator, independently handling every aspect of site development, content creation, and marketing without external developers or agency support.

- Designed and built the complete Shopify storefront independently — site architecture, product page structure, navigation, checkout optimization, and mobile responsiveness — without development agency support
- Developed a bottom-of-funnel paid acquisition strategy focused exclusively on high-intent search terms from buyers actively researching robotic mower purchases — recognizing that in a low-awareness product category, the highest ROI comes from capturing existing demand rather than creating new demand
- Leveraged ChatGPT and AI content tools to produce SEO-optimized content at scale — developing a targeted content strategy around Ambrogio-specific search terms where lower competition made top-of-page ranking achievable and highly valuable even at lower search volumes
- Created and published every piece of content on the site independently: product descriptions, editorial articles, buying guides, comparison content, and brand-specific SEO landing pages — building a content depth that established the site as a genuine authority in a nascent product category
- Built sufficient domain authority and content quality that **The New York Times (Wirecutter)** included a link to RoboticsLawnMower.com in their robotic lawn mower review — one of the most competitive and high-value placements in consumer tech product content
- Managed all Google Shopping campaigns with extensive negative keyword architecture to eliminate irrelevant traffic and maximize the efficiency of every dollar of ad spend

Northwest Telecom · Digital Marketing Consultant · 2019 – Present

Northwest Telecom is a Portland-area telecommunications provider competing in a market dominated by national carriers with substantially larger marketing budgets. Engaged as ongoing digital marketing consultant responsible for local search dominance, paid advertising, and online reputation management.

- Developed and executed comprehensive local SEO strategy targeting Portland-area telecommunications search terms — optimizing Google Business Profile, building local citation consistency, and developing location-specific content to establish local search authority
- Achieved **#1 Google Maps ranking for Northwest Telecom** in the Portland metropolitan area and maintained that position for **6+ consecutive years** — an outcome that requires sustained strategic attention, not a one-time optimization

- Designed and implemented a systematic Google Review generation program — developing customer outreach protocols, timing strategies, and response templates that consistently grew the review volume and rating while maintaining authenticity
- Redesigned key landing pages to improve conversion rate, applying the same conversion optimization principles used in e-commerce contexts to a service business environment — delivered a **30% increase in conversion rate** following redesign
- Managed ongoing Google Ads campaigns for local awareness and lead generation, optimizing for call volume and form completions rather than e-commerce conversion — adapting paid search strategy to the specific measurement requirements of a service business
- Provided ongoing strategic counsel on digital marketing direction, competitive positioning, and platform evolution — serving as a long-term strategic partner rather than a transactional vendor

PDX Cycling Worlds - Digital Marketing Manager & Community Outreach - August 2019 – October 2022

PDX Cycling Worlds was a nonprofit initiative to bring the UCI Cycling World Road Race Championships to Portland, Oregon — a global cycling event that would have featured 1,000+ elite athletes from 75 countries and been broadcast to an estimated 300 million people worldwide. Engaged as Digital Marketing Manager and community outreach lead.

- Built the complete event website from scratch — developing site architecture, content strategy, and visual identity that positioned Portland as a credible host city candidate for a world-class international sporting event
- Developed and executed comprehensive digital marketing strategy spanning social media, email marketing, content marketing, and local community outreach — building awareness and support among Portland's cycling community, local government stakeholders, and national cycling organizations
- Led outreach efforts to obtain key endorsements from cycling industry figures, local political leaders, and community organizations — building the coalition of support that a UCI bid requires
- Managed social media presence and community engagement across the campaign period, maintaining momentum and visibility for a multi-year advocacy effort
- Coordinated with local cycling clubs, advocacy organizations, and the broader Portland cycling community to build grassroots support for the bid — translating e-commerce community building skills into a civic advocacy context

TECHNICAL SKILLS & PLATFORM EXPERTISE

E-Commerce Platforms: Shopify · Shopify Plus · Amazon Seller Central · Amazon Vendor Central · Magento / Adobe Commerce · BigCommerce · eBay Seller Hub · Yahoo Store · Walmart Marketplace · WooCommerce

Paid Advertising: Google Ads (Certified) · Performance Max · Google Shopping · Search Campaigns · Display · Remarketing · Dynamic Search Ads · Google Merchant Center · Meta Ads Manager · Facebook Advertising · Instagram Advertising · Amazon Advertising · Sponsored Products · Sponsored Brands · Sponsored Display · TikTok Ads

Email & Lifecycle Marketing: Klaviyo · Mailchimp · Constant Contact · List Segmentation · Automated Flows · Abandoned Cart Recovery · Welcome Series · Win-Back Campaigns · Post-Purchase Sequences · Lifecycle Marketing · A/B Testing · Subject Line Optimization · Deliverability Management · List Growth Strategy

SEO & Content: Keyword Research · On-Page Optimization · Technical SEO · Content Strategy · Local SEO · Google Business Profile · Schema Markup · Blog Strategy · Buying Guides · Product Description Copywriting · SEMrush · Google Search Console · Link Building · International SEO

Analytics & Reporting: Google Analytics · GA4 · Google Tag Manager · Shopify Analytics · Amazon Brand Analytics · Triple Whale · KPI Dashboard Development · Conversion Tracking · Attribution Modeling · Executive Reporting · Performance Forecasting

Conversion Rate Optimization: A/B Testing · Landing Page Optimization · PDP Optimization · Checkout Optimization · UX Analysis · Heatmap Analysis · Customer Journey Mapping · AOV Optimization

AI & Emerging Tools: ChatGPT · Claude.ai · Google Gemini · AI-powered content creation · AI-assisted SEO content at scale · Prompt engineering for marketing applications

Creative & Content Production: Adobe Creative Suite · Photoshop · Product Photography Direction · Video Content Strategy · YouTube Content Production · A+ Content · Copywriting · Brand Voice Development

Business & Operations: P&L; Management · Budget Allocation · Vendor Negotiations · Inventory Management · Warehouse Operations · Team Leadership · Agency Management · Project Management · Microsoft Excel (Advanced) · QuickBooks · Slack · Google Workspace

CERTIFICATIONS, RECOGNITION & MEDIA

- Google Ads Certification (Active) — skillshop.accreditable.com/profile/c4c3a4c0-85df-4af3-8917-d5a5ea05663b
 - Featured — *Practical Ecommerce* (2009): Comprehensive 'Lessons Learned' interview covering SEO strategy, PPC management, and DTC e-commerce operations — recognized as an authoritative early practitioner in the field
 - Featured — *Wired Magazine* (2002): Recognized as a pioneering online retailer during the formative years of e-commerce
 - Featured — Associated Press (2002): National wire coverage of early e-commerce innovation
 - New York Times Wirecutter: Earned editorial link in robotic lawn mower category review through organic content authority — one of the most competitive consumer tech placements online
 - Silver-Level Bicycle Friendly Business Award — League of American Bicyclists: Recognized for creating a genuinely cycling-centric workplace with near-100% active commute rate among staff
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EDUCATION

Bachelor of Science, Political Science · University of Oregon, Eugene, OR

ADDITIONAL

Location: Shoreline, WA (Seattle area) — open to remote, hybrid, or onsite opportunities nationwide

Availability: Available for full-time Director and VP-level roles, strategic consulting engagements, fractional e-commerce leadership, and speaking engagements

Athletic: Endurance cyclist — 5,000+ miles per year; 20+ years of competitive and recreational cycling; deep firsthand knowledge of cycling apparel, components, nutrition, and gear that informed every content and product decision at [BicyclingHub](https://www.bicyclinghub.com)

Personal: Partner is a naturopathic doctor — health, clean ingredients, evidence-based supplementation, and holistic wellness are core personal values that translate directly to alignment with health and wellness brand missions