

Andrew McMorrow

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Professional Summary

Results-driven Ecommerce Manager with 10+ years of experience delivering measurable results in ecommerce management, digital marketing, and user experience optimization. Proven expertise in driving revenue growth, implementing technical solutions, and leading cross-functional teams. Skilled in website migration, email marketing automation, data analysis, and enhancing customer engagement. Adept at using data-driven strategies to optimize digital platforms and achieve business goals.

Core Competencies

- Ecommerce Management & Optimization
- Email Marketing (Klaviyo, ExactTarget)
- Data Analysis & Reporting
- Website Development & Migration (Shopify)
- SEO, SEM & PPC Campaigns
- SQL Database Management
- UX/UI Design & Accessibility
- Content Creation & Marketing
- Automation & Workflow Optimization
- Inventory Management & ERP Systems

Professional Experience

Revo Brands – Plymouth, MN

Senior Ecommerce Manager

Oct 2021 – Present

- Spearheaded ecommerce strategies for three brands, optimizing websites and wholesale dealer portals, resulting in a 20% increase in online sales revenue.
- Conducted in-depth data analysis on sales, customer behavior, product churn, and site traffic, generating actionable insights that drove a 15% improvement in conversion rates.
- Designed and optimized product listings and keywords, increasing product discoverability by 30%.
- Implemented Klaviyo for automated email marketing, improving customer segmentation and engagement, achieving a 25% increase in email-driven revenue.
- Led accessibility compliance efforts, ensuring all digital platforms met WCAG standards, enhancing inclusivity.

Dakota Stones – Edina, MN

Ecommerce Specialist

July 2018 – Oct 2021

- Directed the migration of ERP systems from Intuit POS to Bright Pearl and Shopify, ensuring 100% data accuracy during the transition.
- Successfully re-platformed Dakotastones.com to Shopify, improving site responsiveness and usability, which boosted online sales by 18%.
- Managed and optimized physical inventory processes, streamlining product listings and increasing operational efficiency by 20%.
- Created and executed weekly email campaigns and blog content, increasing website traffic by 15% and social media engagement by 25%.
- Designed custom HTML, CSS, and JavaScript features to enhance Shopify theme functionality and user experience.

Treasure Island Resort & Casino – Welch, MN

Senior Digital Specialist

July 2015 – June 2018

- Designed and launched TICasino.com, incorporating SEO best practices, which resulted in a 40% increase in organic traffic.
- Managed multi-channel digital marketing campaigns, including SEM, PPC, social media, and display ads, achieving a 25% growth in customer acquisition.
- Developed and scheduled in-casino and external digital media, enhancing brand visibility across multiple platforms.
- Edited video content for social media campaigns, increasing video engagement rates by 30%.
- Designed and coded the Mount Frontenac Golf Course website, improving site usability and user satisfaction.

Education

Brown College – Mendota Heights, MN

April 2006

Associate of Arts in Visual Communications with Emphasis on Multi-Media

- Ecommerce Fundamentals
- Digital Marketing
- Web Design
- UX/UI Design
- Email Marketing Automation
- Supply Chain Management
- CRM
- A/B Testing
- Conversion Optimization

Technical Skills

- Platforms: Shopify, Klaviyo, Bright Pearl, ExactTarget
- Tools: Google Analytics, SQL, HTML, CSS, JavaScript
- Marketing: SEO, SEM, PPC, Email Marketing, Retargeting

Key Achievements

- Increased email-driven revenue by 25% through implementing Klaviyo automation.
- Directed seamless data migration across platforms, achieving 100% data accuracy.
- Re-platformed and optimized websites, driving up sales by 18%-20%.
- Enhanced accessibility compliance, ensuring all platforms met WCAG standards.