Andrew McMorrow

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Professional Summary

Results-driven Ecommerce Manager with over 10 years of experience in D2C ecommerce, digital marketing, and user experience optimization. Proven expertise in driving revenue growth, leading cross-functional teams, and implementing technical solutions. 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
- D2C Strategy & Execution
- Data-Driven Strategy & A/B Testing
- Performance Analytics & Reporting
- Email Marketing (Klaviyo, ExactTarget)
- Website Development & Migration
- AI & Automation Tools
- UX/UI Design & Accessibility
- Content Creation & Marketing
- Automation & Workflow Optimization

Professional Experience

Revo Brands – Maple Grove, MN **D2C & Ecommerce Manager** | Oct 2021-Present

- Led the D2C strategy for three brands, overseeing website content, product merchandising, and promotional campaigns on Shopify to drive sales and customer loyalty.
- Spearheaded ecommerce strategies, optimizing websites and wholesale dealer portals, which resulted in a 20% increase in online sales revenue.
- Developed and executed a comprehensive email marketing and retention strategy using Klaviyo, including welcome, abandoned cart, and winback flows, and managing twice-weekly campaigns.
- Implemented Klaviyo for automated email marketing, improving customer segmentation and engagement, and achieving a 25% increase in email-driven revenue.
- Managed the multi-brand digital marketing calendar for product launches and seasonal campaigns, collaborating with creative and brand leadership to ensure alignment and streamline the approval process in ClickUp.
- 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 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%.
- Designed custom HTML, CSS, and JavaScript features to enhance Shopify theme functionality and user experience.

Treasure Island 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, 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

- Relevant coursework includes Ecommerce Fundamentals, Digital Marketing, Email Marketing Automation, and Conversion Optimization.

Technical Skills

- **Platforms**: Shopify, Klaviyo, Bright Pearl, ExactTarget, Meta Ads Manager
- **Analytics**: Google Analytics, Looker Studio, Triple Whale
- **AI Models**: ChatGPT, Claude, Google Gemini including APIs
- **Tools**: SQL, HTML, CSS, JavaScript
- **Marketing**: SEO, SEM, PPC, Email Marketing, Retargeting, A/B Testing