



Ezrie Myers

I help companies expand their E-commerce business outside of Amazon.

A seasoned and performance-driven E-commerce Pro.

Proven success in Online sales utilizing B2B and B2C marketplace.

Adept at evaluating business, preparing content plans, and utilizing the full range of digital tools.

An astute communicator with a professional attitude and extensive knowledge of e-commerce marketing principles and concepts.

Experience building operational processes reducing shrink and maximizing profitability.

Personal Info

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Website
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Education

Santa Monica College

Marketing and PR

Concentration: Digital Media

Marketing

Certifications

HubSpot Academy:

- Email Marketing
- SEO

Hootsuite:

- Social Marketing Certification

Google

- Google Ad Search Certification

Internships

- **Suzanne's Special Events**
Marketing Intern
- **Pavemint**
Sales Intern

Skills

Microsoft Office Suite | G-Suite |
Google Ads | HubSpot | SEMrush |
Shopify | WordPress | BigCommerce
| Amazon | eBay | Etsy | Digital
Marketing | SEO | Adobe Photoshop
| Online Marketing | Email Marketing
| CRM | Communication | Business
Planning | B2B | B2C | Management |
New Business Development | Market
Research | Lead Generation | Digital
Strategy | Market Research |
Recruiting | Sales Operations |
Problem-Solving | Adaptability and
Flexibility | Creative and Analytical

Experience

2021-02-Present

Director of E-commerce
Utensil Empire Corp.

- **Increased** sales to 12% outside of Amazon
- **Directed** all aspects of a strategic ecommerce plan, utilize expertise in sales, marketing, technology, and management to provide a superior brand and shopping experience for new and existing customers
- **Developed** and implemented a Influencer and Affiliate marketing plan
- **Launched** a wholesale division and introduce new marketplaces
- **Collaborated** with cross-functional teams for the eCommerce business including, business planning, content strategy and development, promotional campaigns, and other online marketing aspects
- **Oversee** sales and marketing teams regarding budgets, market trends, and identifying new opportunities

2020-05-2021-02

E-commerce Project Director
Pet FoodDistributors

- **Scaled** the business to over \$3M annually
- **Established** and executed new marketing tactics such as email marketing that acquired 1M+ in new sales.
- **Leveraged** social media to increase sales by 136%
- **Identified** problems within our websites and created time frame milestones to complete an overhaul on all 4 websites to help with mobile optimization, UX, UI, and SEO which brought orders up by 24% search results up by 64% and online seasons up by 183%
- **Met** requirements for Amazon, Wal-Mart and, eBay, recorded ratings, purchase and, listings progress, ensured high revenue and customers satisfaction
- **Participated** in testing and optimization of Google analytics to improve the online user experience, worked on driving traffic and retaining new customers via a range of marketing funnels, such as search engine marketing, affiliates, display advertising, CRM, social media, and third-party relationships which increase in sales by 400%
- **Developed** and implemented systems, processes and functioning improvements to enhance efficiency and effectiveness of ecommerce, such as an inventory system and picking, packing systems to enhance organization of our warehouse

2016-08-Present

Freelance E-commerce and Marketing Consultant

- **5 East:** developed and maintained demographically targeted website and increased applicants by 30% with continued increase of 5%, created promotional content for social media
- **Baltimore Pain:** built content material for website, formulated action plans to foster and sustain client/doctor communications
- **Greengate Management:** overhauled website content and layout resulting in increased investors and clients
- **Afrah Financial:** redesigned website, oversaw SEO based content
- **Svan Unlimited:** advised on branding processes and social media to launch new company
- **Nut Market CA:** controlled social media activities, designed promotional content, supervised marketing campaigns to help building brand awareness and selling products

2019-05-2020-02

E-Commerce Marketing Manager
Bleu Clothing

- **Developed** ideas for weekly ads to increase web traffic through PPC grew link clicks by 87%
- **Oversaw** photo and video shoots for website and lifestyle marketing content, including photography, location, and model scouting
- **Performed** editing of photos and videos through Lightroom, Photoshop and, Premiere Pro
- **Controlled** social media accounts by growth hacking
- **Produced** creative promotional emails for subscribers
- **Directed** operations of SEO team, helped the team with metadata, generated tags, and targeted demographics, employed use of data and analytic tools to draw conclusions and make strategic optimizations
- **Managed** website merchandising, copy and Blogs