

# MICHAEL PAIM

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**Job Title:** Director of Ecommerce and Digital Marketing

## DIRECTOR OF ECOMMERCE & DIGITAL MARKETING

### 12+ YEARS MAXIMIZING ONLINE SALES & DIGITAL MARKETING STRATEGIES

Dynamic digital marketing leader with over 12 years of experience specializing in e-commerce and email marketing strategies for D2C brands. Proven track record in driving digital sales and brand engagement in a remote work environment. Offers a combination of strategic vision and leadership skills, with a readiness to contribute to a growing organization's success while traveling to the Nashville office as needed.

#### CORE COMPETENCIES

- E-Commerce Platforms
- SEO, SEM, PPC
- Digital Marketing
- Google Analytics
- Google AdWords
- Leadership
- Cross-Functional Collaboration
- Data Analytics
- Process Improvements
- Customer Acquisition
- Board-Level Decision Support
- Performance Optimization
- Project Management
- Planning and Implementation
- Reporting and Documentation
- Strong Entrepreneur Acumen
- Client/Partner Relationships Building
- Financial Analysis
- Persuasive & Influential
- Problem Analysis & Resolution
- Business Development

#### CAREER HIGHLIGHTS/Achievements

**Hypergrowth Engine Architect:** Engineered rapid hypergrowth strategies, consistently delivering year-over-year returns to stakeholders, investors, and customers. Spearheaded initiatives resulting in significant market share expansion and revenue increases.

**Strategic Partnership:** Established a trademark for successful partnerships, showcasing proficiency in negotiation, deal closure, and collaborative ventures. Closed complex partner-client deals during industry downturns, navigating challenging market conditions with finesse.

**eCommerce Expertise:** Managed eCommerce websites and marketplace sales growth, leveraging a decade of experience to optimize operations and drive revenue. Boosted onboarding and performance for 300+ brands, managing a SKU count exceeding 13,000 in consumer-packaged goods (CPG).

**Innovative Department Founder:** Founded a new startup department, driving revenue generation of \$2.5 million annually. Pioneered initiatives that expanded the organization's portfolio and enhanced overall business performance.

**Project Management Excellence:** Successfully led projects across various sectors, showcasing adaptability and a results-driven approach for both large and small brands. Demonstrated the ability to navigate complex projects, ensuring successful outcomes in diverse business environments.

**Start-up and Corporate Success:** Proven success in both start-up and established corporate environments, offering a unique perspective and skill set to drive organizational growth. Applied hands-on experience to effectively navigate challenges, demonstrating resilience and resourcefulness.

**Past/Current Partnership:** Track record of hypergrowth and strategic partnership building across diverse sectors, including retail (Nike, Vans, GoPro, Volcom, Quiksilver), financial (Bank of America, MBNA, BB&T, Wachovia), automotive (Mercedes, Ford, Mazda, GM, Nissan/Infiniti), and furniture (UNITERS - 6 brands, Furniture Solutions Network, Macy's).

#### MOST RECENT PROFESSIONAL EXPERIENCE

##### RESTOCKIT (<https://www.restockit.com>)

###### Head of E-commerce

May 2022 - Present

- Led a 10-member team, fostering collaboration with external agencies in digital marketing, sales, customer service, and IT.
- Conducted regular meetings with department heads to assess goal progress and offer guidance, leading to a 15% performance enhancement.
- Managed \$15M profit and loss (P&L), balanced sheet, and ERP reports, ensuring streamlined operations and a 15% reduction in costs.
- Oversaw the transition to a fully remote work environment, resulting in savings of \$240K+ in office expenses.
- Spearheaded an email marketing segmentation project, categorizing the subscriber list by previous purchases, industry, annual revenue, and business size, among other criteria. This initiative led to a 15% increase in email conversion rates within the first three months, demonstrating a significant improvement in targeting and customer engagement.

###### Achievements:

- Achieved a 15% increase in customer acquisition and an 11% boost in customer retention through targeted sales, marketing strategies, and comprehensive digital marketing campaigns.
- Boosted website diversity with 10,000 new SKUs and new suppliers, increasing availability by 20% amid supply chain disruptions.
- Collaborated extensively with the IT development team on migrating CRM systems from Salesforce to Zoho, enhancing sales team efficiency in report generation and automating sales emails and follow-ups, resulting in \$50,000 in cost savings.

**Environments:** ASP, GetResponse, Google Analytics, Google Ads, PPC, SEO, SEM, SellerCloud, Amazon, Walmart, Albertsons, Michaels, Zoho CRM

UNITERS, WEST PALM BEACH, FL

**Global eCommerce Manager**

**July 2019 – May 2022**

- Served as the product owner for global e-commerce websites, managing furniture care and repair product portfolios.
- Devised and executed strategies to maximize revenues across eight sales channels, including Amazon, Walmart, and eBay.
- Analyzed market trends and explored emerging opportunities to author over 15 business cases for business development.
- Supervised planning, budgeting, P&L, and launching eight websites and nine brands.

**Key Achievements:**

- Spurred a 52% increase in D2C sales by optimizing Amazon and Walmart marketplace listings.
- Orchestrated the strategic planning and implementation of a cross-channel e-commerce strategy, including website migrations and optimizations, which contributed to a 20% growth in B2B sales and a 52% increase in D2C sales.
- Spearheaded the migration of the website platform from Magento 1 to Magento 2, leading to improved functionality and UX.
- Successfully sourced and negotiated with web development vendors, resulting in a significant reduction in agency expenses.

**Environments:** Magento 2, Magento 1, Project Management, Google Analytics, SEO, Product Feed Management, Amazon, eBay, Walmart, Overstock

ISLAND WATER SPORTS, DEERFIELD BEACH, FL

**Director of Ecommerce**

**July 2014 – July 2019**

- Established and led the e-commerce department within a specialty water sports retailer, overseeing a team of 10+.
- Implemented strategic initiatives across nearly 10 online retail channels to drive revenue growth.
- Created and managed online store and e-commerce systems utilizing Magento, Amazon, eBay, and other marketplaces.
- Developed the department framework, including standard procedures, team recruitment, training, and SOPs to support annual sales reaching \$5M.
- Operated and scaled a cross-functional team of 10+ across global locations to meet growing demands.

**Key Achievements:**

- Developed and executed a strategic plan for the e-commerce department, leading to the establishment of online sales channels and systems that propelled sales growth from zero to \$5M annually.
- Fostered a 65% growth in revenue through the strategic tracking of performance metrics and continuous program improvement.
- Identified pricing opportunities that resulted in an additional \$200,000 in profits, contributing to overall financial success.

**Environments:** Magento 1, Project Management, Google Analytics, SEO, Product Feed Management, Amazon, eBay, Walmart, Overstock, Google Shopping, Facebook Marketplace, ChannelAdvisor, GoDataFeed, M2E, HTML, CSS, Email Marketing

ISLAND WATER SPORTS, DEERFIELD BEACH, FL

**Marketing Manager**

**July 2010 – July 2014**

- Directed strategic marketing communications, public relations, and brand-building initiatives.
- Devised and executed digital advertising campaigns to enhance brand visibility and drive sales.
- Evaluated advertising placement opportunities and developed a strategic plan to improve conversion rates and reach within budget constraints.

**Key Achievements:**

- Achieved a 25% growth in retail business sales within the first 12 months in the position.
- Achieved a 25% growth in sales within the first 12 months by implementing new standards that enhanced the website, blog, and social media.
- Collaborated across teams to address customer service issues, resulting in a 200% increase in positive reviews.
- Crafted a strategic RFP response pivotal in securing a multi-year, \$250K client contract.
- Boosted traffic and revenue by 15% YoY with optimized digital marketing initiatives driven by real-time analytics.

**Environments:** Email Marketing, Google Ads, Photoshop, Social Media Marketing, Facebook Advertising, Magento 1, Project Management, Google Analytics, SEO

## EDUCATIONAL QUALIFICATION

BARRY UNIVERSITY, MIAMI SHORES, FL | **Bachelor of Science – Information Technology**

## CERTIFICATIONS

• Agile Project Management (Google)	• Digital Marketing & SEO (HubSpot)	• Google AdWords
• Shopify Product/Product Fundamentals	• Google Analytics	• Project Management

## TECHNICAL BACKGROUND

**E-commerce Platforms:** Magento 1, Magento 2 | Shopify | BigCommerce

**Marketplaces:** Amazon | eBay | Walmart | Google | Facebook | Overstock | Albertsons | Michaels

**Product Feeds:** ChannelAdvisor | GoDataFeed | CED Commerce | M2E | SellerCloud

**Digital Marketing:** Email, Social Media, Google PPC, Meta, Facebook PPC, SEO, A/B Testing, Branding, Promotions

**Additional Skills:** PowerBI, Microsoft Office Suite, Excel