

MIKE PAIM

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Ecommerce Director

Ecommerce Strategy

Data Analysis

Online Marketing

Performance Optimization

Digital Advertising

Leadership

Financial Management

Customer Retention

Key Qualifications:

Marketplaces: Amazon, Walmart, eBay, Overstock, Michaels, Albertsons, Newegg, & more.

eCommerce Management & Leadership: Over 10 years of experience.

eCommerce Strategies: Skilled in developing and executing comprehensive strategies.

SEO, SEM, & Paid Advertising: Extensive experience across multiple platforms.

Analytics Skills: Proficient in Google Analytics, ERP systems, and data analysis tools.

Technical Proficiency: MS Office and Excel, Product Feeds, CRM systems.

Educational Background: Bachelor's degree in Information Technology.

WORK HISTORY

Ecommerce Director (President), Restockit, Ft Lauderdale, FL

2022 to 2024

- Led a team of 10 and owned the P&L, achieving a 15% cost reduction through streamlined operations and agile process implementation, while maintaining high quality standards.
- Increased customer acquisition by 15% and retention by 11% through targeted sales and marketing strategies, recovering over \$150K in lost revenue and integrating 10,000 new SKUs within 6 months, enhancing product diversity and operational scalability.
- Collaborated with marketing agency to refine Google Analytics and GTM tracking, leading to a 50% increase in conversion rates for the sales team by overhauling paid search campaigns.

Ecommerce Manager, UNITERS, WEST PALM BEACH, FL

2019 to 2022

- Spurred a 52% increase in D2C sales by optimizing Amazon and Walmart marketplace listings, enhancing brand visibility and market penetration.

- Achieved a 20% growth in B2B sales through the creation of a new Magento 2 site for wholesale buyers and distributors, improving engagement and expanding the customer base.
- Spearheaded the migration of the website platform from Magento 1 to Magento 2, significantly enhancing functionality and user experience, leading to improved customer satisfaction and operational efficiency.
- Successfully sourced and negotiated with web development vendors, resulting in a significant reduction in agency expenses by 30%, optimizing overall cost management and improving budget efficiency.

Director of E-Commerce, Island Water Sports, Deerfield Beach, FL

2014 to 2019

- Established and led the e-commerce department, managing a team of over 10 people and coordinating with external agencies. Successfully grew online sales from zero to represent 50% of the total business revenue annually, through strategic utilization of platforms such as Magento, Amazon, and eBay.
- Drove a 65% increase in revenue by developing department frameworks, including standard procedures and team management, which enabled scaling operations globally and optimizing online store performance.
- Implemented strategic initiatives across nearly 10 online retail channels, contributing to significant revenue growth and enhancing the performance of a diverse product catalog of 20k apparel and hard goods items.
- Identified pricing opportunities that generated an additional \$200,000 in profits, underpinning overall financial success and better positioning the product offerings in the market.

Marketing Manager, Island Water Sports, Deerfield Beach, FL

2010 to 2014

- Directed strategic marketing initiatives, achieving a 25% growth in retail business sales within the first year by enhancing brand visibility and optimizing digital advertising campaigns.
- Secured a multi-year \$250K client contract through a crafted RFP response, demonstrating business development and strategic planning skills.
- Improved customer service and engagement, resulting in a 200% increase in positive reviews and a 15% year-over-year increase in traffic and revenues.

Certifications

Over 30 professional certifications, including:

- Amazon Ads Foundations
- Shopify Solution Planning Fundamentals
- Google Digital Marketing & Ecommerce
- HubSpot Digital Marketing & SEO
- Google Analytics, AdWords
- For a complete list of certifications, please visit [my LinkedIn profile](#).