JUSTIN ESSLER

Austin, TX 78681

justinessler@fastmail.com • 512-626-3245 • linkedin.com/in/justinessler

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PROSPECTIVE FULL STACK DEVELOPER

Full Stack Development | Digital Brand Sales Management | eCommerce Marketing Analytics

A recent study of software development as an expansion to a career of experience in ecommerce sales and marketing. An accomplished Brand Manager with experience leading high-functioning teams executing key eCommerce sales projects. Highly skilled at communicating and steering negotiations of internal projects with data supported decision making. Well-versed in a myriad of DTC eCommerce platforms including Amazon, Shopify, Walmart, Google Analytics, and various ERP web software & CRM solutions. I am a full stack JavaScript developer with NodeJS, React, and MySQL experience.

- Client Management
- ERP / API Deployment
- Data Visualization Design
- JavaScript, NodeJS, React, MySQL
- Warehouse Supply Chain Planning
- eCommerce Retail Brand Management
- Internal Team Leadership
- Excel VBA and Bash Scripts
- Website Analytics Expert

PROFESSIONAL EXPERIENCE

ENVIROMEDICA, Austin, TX

Ecommerce Manager, 7/2018 – 7/2020

Oversaw and implemented ecommerce business strategy for a local manufacturer of health and wellness consumer products. My responsibilities included website analytics, ecommerce sales management, campaign management, and KPI reporting. Managed inventory forecasting meetings, working with operations and production teams to plan future merchandise inventory requirements.

Key Achievements:

- Instrumental in a two year gross sales increase of 34% on combined website and digital consumer direct sales channels, while implementing a $75,000/mo. digital adverting budget averaging better than $10:1 ROI.
- Designed and implemented a forecasting management solution that assisted operations and production planning and reduced shipping costs and fulfillment center storage fees by 54%.
- Provided weekly, monthly, and YOY reporting with web based visualization tools using web APIs and 1st party databases to compile eCommerce data into a single reporting dashboard that fundamentally changed the quality of key business decisions.

TOMMASOBIKES.COM, Denver, CO

General Manager, 1/2015 – 3/2018

Fully responsible for all aspects of daily small business operations, including general administration, sales/marketing, warehouse, logistics, ecommerce channel management, and vendor purchasing. As primary brand ambassador I managed brand publication, online media, and strategic partnerships. Planned and facilitated weekly strategic meetings. Managed roles, responsibilities, and oversight for all employees.

Key Achievements:

- Triggered 4-year average gross revenue growth of 59%, from $1.6M in 2013 to $5.4M in 2017.
- Conceived and developed web advertising strategy, managing a small advertising budget of $50K annually and consistently increasing ROAS and positive return on investment.
- Effectively used Google, Amazon, and other platforms to build the #1 ranked Amazon road bicycle brand, implementing new strategies to increase organic SEO ranking within online search engines.

GIANTNERD.COM, Denver, CO
Amazon Channel Manager, 6/2012 – 1/2015

Managed Amazon marketplace for Giantnerd.com. Was responsible for Amazon channel sales, product listing and pricing, MAP enforcement, advertising strategy, profitability reporting, and inventory planning. Served as key communication point of between warehouse, customer service, sales, and finance teams. As primary purchaser of retail inventory, managed relationships and communications with domestic and overseas suppliers. Worked directly with internal finances in handling billing, invoicing, order management fees, and deployment new ERP business software.

Key Achievements:

- Our account at Giantnerd was the top grossing domestic purchaser of Shimano soft goods merchandise inventory in 2013, 2014, and 2015.

- Instrumental in turning a struggling company from cash flow negative to cash flow positive in two years, and subsequently to significant profitability thereafter.

- Guided supply chain overhaul and warehouse inventory consolidation, while spearheading development and implementation of highly effective new shipping and warehouse procedures.

- Chiefly responsible for complete ERP shift from NetSuite and Magento to lower-cost software platforms Brightpearl and Shopify respectively.

- Orchestrated planning and execution of standard operating procedures (SOP) and business workflow for Amazon and Shopify retail stores. Redesigned customer facing storefront and point of sale software.

EDUCATION AND CREDENTIALS

Full Stack Web Development Certificate: – **AUSTIN CODING ACADEMY, AUSTIN, TX** (ONLY 1 YEAR EXP.)
Associate Certificate of Applied Science: – **AUSTIN COMMUNITY COLLEGE, AUSTIN, TX**

TECHNICAL PROFICIENCIES

Platforms: Proficiency in Linux Ubuntu, Mac, Windows
Tools: Git, JavaScript, NodeJS, MySQL, React
Google Marketing Platform, Google AdWords, Search Console, Webmaster Tools, Data Studio Visualization, Programmatic Excel VBA, Pivot Tables, Macros, Google Search, Display, Shopping and Programmatic Advertising, Amazon Marketing Services, Attribution, Sponsored Products, SellerCentral, DSP, Adobe Design Tools Illustrator, Photoshop, and Additional Software, NetSuite, SuiteCommerce Advanced, Magento, Shopify, Wordpress, Walmart, WorldShip, FedEx Ship Manager, EBAY Seller Portal