

ALEX EDMONDS

PROFESSIONAL SUMMARY

Strategic E-Commerce Manager with 5+ years of driving measurable growth in e-commerce, paid media, and digital strategy. Proven track record of delivering high-ROI campaigns, enhancing customer acquisition and retention, and optimizing end-to-end user experiences. Adept at leading cross-functional teams, leveraging SEO, email automation, and data-driven insights to scale performance and streamline workflows

Certifications & Technical Skills

Tools: Adobe Creative Suite, Google Search Console, Superset, Redash, Looker Studio, Asana, ChatGPT

Platforms: Google Ads, Meta Ads Manager, TikTok Ads, Taboola, Zemanta, Google Analytics 4, Shopify

Skills: Campaign Management, Data Analysis, A/B Testing, UX Design, HTML, CSS

Certifications: Yahoo DSP Certified, Meta Blueprint

PROFESSIONAL EXPERIENCE

Digital Standard, Remote Freelance E-Commerce Manager Aug 2025 - Present

- *An emerging brand at the intersection of technology and security, creating gear that keeps you protected on the go.*
- Redesigned homepage layout to drive stronger conversion rates and sales by improving product visibility and customer flow.
- Leveraged AI/LLM-based product recommendation tools to increase personalization and improve product discovery for shoppers.
- Built and optimized email automation flows (welcome series, abandoned cart, win-back, holiday campaigns), reviving a dormant list and achieving 20%+ open rates on cold audiences.
- Developed product bundles and upsell strategies to increase Average Order Value (AOV) and customer lifetime value.
- Improved site speed performance by compressing images and optimizing assets, reducing load times and boosting conversion rates.
- Created SEO-focused collection pages targeting high-intent keywords to capture organic traffic and expand search visibility.
- Optimized product titles and metadata to improve discoverability and ranking across major search engines.
- Oversee Amazon storefront performance, leveraging data insights to optimize listings, increase discoverability, and maximize ROI.

OBMedia inc, Remote Paid Media Buyer Apr 2022 - Apr 2025

- *A digital marketing partner specializing in large-scale Google Ads campaign management.*
- Drove \$600,000+ profit in 2024 through management and optimization of 100+ paid media campaigns across premium publishers (CNN, ESPN, etc.) in verticals spanning home services, legal, health, software, and travel.
- Led native advertising campaigns with up to \$3.1M in revenue and positive ROAS on platforms including Outbrain, Taboola, Facebook, and Zemanta.
- Partnered with engineering and analytics teams to design and launch an internal ad creation tool, boosting production efficiency fivefold—from 2 to 10 ads per hour—while improving accuracy and campaign scalability
- Trained 2-3 junior buyers to improve overall team performance
- As Team Lead on Taboola, I taught the entire team platform specific buying techniques, gave them campaigns, and white lists to improve team performance.
- I led the project of rebuilding the Taboola network, working with Taboola's team, OBMedia engineers, data team, and finance to complete the project to improve overall team performance
- Designed my own creative for display ads saving time and money contributing to the \$600,000 in profit
- spent a \$10,000+ per day budget

Aerodrawings, Remote eCommerce Strategist Nov 2021 - July 2023

- *An eCommerce brand built on Shopify, offering detailed airplane blueprints to aviation enthusiasts worldwide.*
- Orchestrated a comprehensive Search Engine Optimization program, achieving a 60% increase in organic traffic and 18% uplift in search rankings YoY for the Shopify store.
- Designed and executed high-impact email marketing automations (welcome, abandoned cart, anniversary, BFCM), reviving a dormant list and contributing to a 47% YoY increase in sales; achieved up to 30% open rates on cold lists.
- Enhanced site conversion and UX by implementing new product collections, streamlined navigation, and optimized listings, directly driving sales.
- Launched and optimized 40+ product listings for high-intent keywords and improved site speed & accessibility, boosting conversion rates by 12%.
- Drove a 47% YoY increase in sales through continuous A/B testing and page performance analysis
- Developed and led backlink acquisition strategies, leveraging creative directory and content marketing approaches.

Robbie's Feed & Supply, Remote E-Commerce Website Project Manager Feb 2021 - Sept 2021

- *A retailer offering products for pets and animals.*
- Migrated website to WordPress platform, launching a user-friendly, mobile-optimized WooCommerce experience with improved product discovery and search functionality.
- Overhauled site SEO and metadata, elevating organic visibility for 200+ products.
- Implemented operational solutions including delivery tracking, resulting in \$82,000 annual cost savings.
- Added advanced UX features (image zoom, store locator), positively impacting engagement and conversion rates.

Cisco Systems, Remote Cross-Functional Engineering Consulting Contractor May 2020 - July 2020

- *A technology provider specializing in enterprise-grade network computing hardware solutions.*
- Interviewed the engineering team on their experiences to compile 3-4 data sets of info for future product features
- Performed UAT and QA testing to ensure a high standard of product quality before releasing to production

EDUCATION

BS MARKETING | SAN JOSE STATE UNIVERSITY, SAN JOSE, CA