

Andy Denton

Director of eCommerce, Consultant



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PO Box 20702
Charleston, SC 29413

Summary

Rooted with an analytical mind and business acumen, I have been a project leader my entire professional career. I am a creative thinker pushing innovation, with my eye constantly on the bottom line.

Thriving in teams, I am a valued leader, conversion optimizer, lead generator, and innovator with the ability to break down complex business goals into simple solutions. I am skilled in **product management, eCommerce site development & optimization, and business strategy.**

I **rely on key business metrics** to direct the team's development, marketing, and business decisions. As such, I use my site's analytics, dashboards, and pull KPI reports daily. I have a firm understanding of **conversion rates through the entire purchasing funnel**, and know specifically how to measure, track, and optimize this path for higher revenues.

With a complete background in site development, design, UX/UI, SEO, SEM, Analytics, and CRO, **I can communicate effectively with team members across all disciplines and channels knowledgably and effectively.** In addition, I uniquely bring experience and knowledge across all digital channels – eCommerce, comparison engines, Amazon/Ebay, email, and social.

Experience

Le Creuset / LeCreuset.com

eCommerce Consultant
9/2015 - Current



Le Creuset, a 90-year old luxury brand, is famous for its colorful line of cookware and dinnerware.

In preparation for the launch of its new ecommerce store, I assisted the digital team by providing Magento expertise during the pre and post-launch phase. I continue to support the business in analyzing store analytics, conversion optimization, business consultation, and continued Magento support.

125West.com / Rowe Industries

Director of eCommerce
1/2015 – 7/2015



125West.com, in business since 1999, is an online retailer specializing in fine furnishing for the kitchen and home. Acquired by Rowe Industries in September 2014, I stepped in to manage the transition.

Skills & Expertise

eCommerce & Business Strategy
Conversion Rate Optimization
User Experience
SEO & SEM
Wire Framing
Site Analytics & Performance
Technical Requirements
Traffic & Lead Generation
HTML / CSS
Brand Building
Agile Development

Software

Magento
PhotoShop
WordPress
Google Analytics
ASPDotNet Storefront
New Relic
AtTask
Jira
Basecamp
Google Docs & Apps
Microsoft Office

Education

Clemson University 1992-97
BS, Civil Engineering

Inman Connect 2006 – 2014
Real Estate & Technology

Amazing Selling Machine 2013
Amazon Strategy & Growth Hacking

Pubcon 2007, 2008
SEO, Online Marketing

ThinkTank 2008
Online Marketing

BarCamp 2008-2011
Tech & Growth Hacking

SearchExchange 2009
SEO & Growth Hacking

Agile / Scrum 2012
Project & Team Management

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Experience (cont'd)

This being the first eCommerce venture for Rowe Industries, I provided the team guidance and **leadership in setting up processes and assuring the platform.**

Managed the **redesign for a new responsive website.** Transitioned the company's **StoneEdge OMS integration into the cloud.** Optimized the current store for peak performance.

With a focus on maximizing our small team, **efforts centered on automation and providing excellent customer service.** I integrated a customer service portal, online chat, trained phone support members, and established a process to resolve customer requests in a timely manner.

Responsible for revenue growth, I **increased sales & profits 45% YoY**, and **grew the AOV from \$229 to \$396.** This was achieved by focused marketing campaigns, email promotion, on-site merchandising, on-site messaging and optimization.

Self Employed - Technical eCommerce Consultant
1/2013 - Current

Andy Denton
eCommerce Consultant

Utilizing my passions of eCommerce, brand building, and helping others succeed, as a consultant I provide technical and business strategy services to mid to large eCommerce brands. Past clients include the Nantahala Outdoor Center (NOC.com), the original and **largest whitewater rafting company in the country**; Inked Magazine (InkedShop.com), the leading tattoo community who holds over **20 million Facebook fans**; and Mackenzie Image Consulting, a local business which has a strong online business focusing on lead generation, audience retention, and online training.

Clients trust me to be their in-house **technical consultant**, providing **business strategy, technical knowledge** regarding their **website design, UX, architecture, and analytics.** Working closely with developers and designers, I **craft business requirements**, scope documents, and lead development and re-platforming efforts.

SIGNIFICANT PROJECTS

NOC.com (2013) – A complete site build focused to optimize adventure reservations. Utilized responsive design to capture mobile customers. Also provided business and customer acquisition strategy. UX and marketing efforts were based on personas. Marketing included SEM, radio, YouTube video ads, and offline efforts.

InkedShop.com (2013) - Crafted project requirements, RFP document, and managed the bid solicitation and evaluation process. Architected one of the largest dropship shopping experience online (1200+ dropship partners), optimized site for maximum conversions, and reduced abandon carts. Our team implemented email campaign and increased revenue for this channel from zero to nearly \$100,000/mo.

Client List

ESPN

Bleacher Report

Lending Tree

RealEstate.com

HomeGain

E-Loan

Char-Broil

The Franklin Mint

DJO Global

Smartwool

Chesapeake Fine Food Group

Mori Luggage

Planet Blue

EarthEasy.com

and many more...

Groups & Interests

Service & Volunteering Advocate

A Child's Place – Board Member

HOA – President

CharlotteONE – Service Leader

Business Innovation & Growth

Charlotte Chamber of Commerce

Tennis

Ultimate Frisbee



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Experience (cont'd)

Realty.com - Chief Operating Officer

4/2005 - 8/2011, 1/2014 – 6/2015



Responsible for complete brand development and business development duties. Shifted company's strategy from portal to lead generation. In doing so, partnered with **IAC (LendingTree, RealEstate.com)**, **E-Loan**, **Classified Ventures**, and other reputable online real estate service providers. Managed operations, site development and partner relations. Responsible for site's optimization and maintenance, coordination with developers, designers and hosting providers.

Following real estate and online trends in the real estate shifts in 2006, led a site re-platform to implement a self-sustaining, niched CPC revenue model.

1/2014 – 6/2015

After being away from the company for several years, stepped back in to assist company in **rebuilding the brand**, website strategy, and **revenue optimization**. Development efforts began on providing a great user experience and solidifying the underlying code base and architecture.

While leading development efforts, curated a clear path for **A/B and multivariate testing**. Also crafted a development plan to support a unique service for the real estate space, resulting in a **92%+ conversion rate**.

Led the company to an exit in the summer of 2015, selling the company's core business and assets to an established online mogul.

Blue Acorn - eCommerce Consultant / Product Owner

8/2011 - 11/2012



Blue Acorn, the winner of the "Most Innovative Magento Site of 2011", is the world-wide leader in Magento design and development services. Working at Blue Acorn is the ultimate environment for growing one's eCommerce expertise.

As an eCommerce Consultant, I led an agile development team in initiatives with well-known brands **WC Bradley** (Charbroil.com, TikiBrand.com), **VF Corp** (Smartwool.com), **The Franklin Mint** (FranklinMint.com), **DJO Global** (Donjoy.com, BetterBraces.com), **ShopPlanetBlue.com**, EarthEasy.com, and many others.

I managed the wire frame, mock-up, design, development and deployment of **MoriLuggage.com** and multi-store site **MackenzieLTD.com**, CBCrabcakes.com, and ImpromptuGourmet.com.

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Experience (cont'd)

Client needs ranged from redesign and re-platform; scaling system architecture to sustain peak traffic and order volume; site performance and revenue audits, and custom development and implementations. Services I have provided my clients include platform evaluations, code audits, analytics data mining, conversion rate optimization, user experience site audit, SEO evaluations and integration, prioritized development paths, and design and feature consultations.

SIGNIFICANT PROJECTS

Charbroil.com (2012) - Managed site maintenance and architecture rebuild prior to and during peak season. Responsible for performance monitoring and conversion rate optimization. Used SEM campaigns to generate over \$1M in revenue during customer's peak two-month season.

MackenzieLTD.com (2012) - Led the project management of the complete rebuild of the multi-store site. Managed the wire frame, mock-up, design, development and deployment. Site featured custom shopping cart and shipping options. Client experienced 20-40% increase in revenues and AOV upon site launch. Led the project management and integration of the new site into client's custom ERP containing over 5-10K SKUs.

FranklinMint.com (2012) – Crafted and tested intelligent landing page for new product. Landing page captured traffic from radio ads, enabling customer to purchase product online or by phone. Used eye tracking software to generate optimum performance prior to launch, maximizing advertising dollars.

six75.com - Founder / Designer / Developer
2/2010 - 9/2011



With a detailed knowledge of how to effectively organize sites and present information for optimum performance, I **founded a web development firm** which crafted custom, professional websites for small businesses quickly and at an affordable price. Our client websites are **SEO-friendly and conversion focused**, implementing all necessary best practices to **generate business leads**.

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Experience (cont'd)

SportyTweets.com - *Founder*

9/2008 - 9/2010



SportyTweets was the very first network of sports related Twitter accounts. Growing at over 10,000 followers per day, SportyTweets provided filtered news and alerts for all professional and college sports teams. Pioneering this method of content creation and traffic generation, I consulted with several online sports businesses including **ESPN** and **Bleacher Report** on their Twitter strategies.

SportyTweets was acquired by Bleacher Report in 2010.

JA Jones International – *Project Engineer*

3/1998 - 7/2005



Project engineer overseeing the construction of multiple international construction projects. Projects include **US Embassies** in Tanzania, Kenya, Armenia, Kazakhstan, and Jamaica. Domestic projects include **military installations, several hotels, prisons, and dormitories.**

This work required a **secret level FBI security clearance.** Responsible for all phases of work, JA Jones self-performed the complete construction and management oversight of the overseas construction products. As a project engineer, duties included design coordination and specification development with the architects, requisitioning materials and services for all phases of work, review of submittals and approval of materials, coordination and communication with clients, vendors and subcontractors, procurement and negotiations of contracts, management of materials shipments and deliveries, and ensuring final acceptance of work from the owner.

All projects were **LEEDS-certified**, turnkey, design-build construction.