

Shaun Gordon

Mississauga, ON

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Work Experience

Ecommerce director (6month contract)

Premier Polmarex - Mississauga, ON

March 2018 to October 2018

- Performed up to date SEO tactics in order to attain the buy box on Amazon.
- Created a website to promote the private label brand to create more authenticity through webflow and foxy.io
- Responsible for directing the development team in making a website to sell outside of amazon.
- Used my photoshop and illustrator skills in designing custom ads for promotions
- Oversaw over 15 PPC campaign's and maintained an average R.O.I. of 46% with a budget of \$8,000 using Facebook Ads, google adwords and Amazon promotions

MARKETING CO-ORDINATOR

BIRMO INC

January 2016 to February 2018

- Collaborated with internal stakeholders on how to approach marketing the platform both B2B & B2C.
- Used up to date White Hat approaches towards onsite and offsite SEO.
- Oversaw 5 PPC campaigns with an overall budget of \$5,000 and in three months had an ROI of 38%.
- Used my experience with Fb audience insights, Moz, Manychat, ActiveCampaign, and google analytics in order to measure and track conversions and audience insight.
- Prepared financial reports as well as industry analysis' by collecting, analyzing, and summarizing account information and trends for potential investors as well as government officials.

CO-FOUNDER

ICONIC SMOOTHIES

February 2015 to September 2017

Co-founded a smoothie business venture at Sudbury University after researching the feasibility of such a venture.

- Negotiated with various resident buildings on campus for a lease free office space for a year.
- For three months on an average of 10 hours a day, renovated the room over the summer with my co-founder.
- In charge of registering the business and making sure we had the necessary licenses to run a beverage company.
- Personally made the recipes for the first four flavours sold.
- Managed the day to day operations of Iconic Smoothies. This includes but not limited to: in charge of payroll, created the work schedule for employees and implemented strategies to reach out to potential clients

CUSTOMER SERVICE REP

SEARS

June 2016 to August 2016

- Resolve product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; following up to ensure resolution.
- Identify and assess customers' needs to achieve satisfaction
- Build sustainable relationships of trust through open and interactive communication.
- Provide accurate, valid and complete information by using the right methods taught to me.
- Meet personal/team sales targets.
- Handle complaints, provide appropriate solutions and alternatives within the time limits and follow up to ensure.
- Went the extra mile to engage customers

LIFEGUARD

PPL Aquatics

June 2015 to June 2016

- Ensured a safe environment for a patrons in a single guarding environment.
- Conducted routinely, pool and deck maintenance and chemical balancing.
- Conducted various chemical testing and balancing
- Administered first-aid when required.

Education

BA in Economics

Laurentian University

September 2015 to April 2018

Diploma in Skills and Relevant Software Experience

Glenforest Secondary School

2014

Skills

HTML| CSS| Javascript| Adobe Creative Suite| QuickBooks| Facebook Ads| AHREFS| Google Adwords| Hootsuite| Sprout| CRM & CMS experience| Google Analytics| Data Studio| MailChimp| Jungle-scout| Viral launch| Helium 10| SEMRUSH| Microsoft Office

Links

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