

JOHN PAK

Over 11 years of experience as an e-commerce manager/consultant, driving multi-million dollar revenue growth for **Shopify** and **Amazon** businesses. Leads Go-to-Market (GTM) initiatives, collaborates with various marketing agencies, and executes strategic sales planning to design and launch high-impact marketing campaigns across diverse industries.

jjohnpak@gmail.com | 213.568.9134

www.johnpak24.com

linkedin.com/in/johnpak24

Professional Experience

2023 - 2025 | **JP E-Commerce Management** *Sr. Lifecycle Marketing Manager, Consultant, Shopify Partner*

- Consulted as a Sr. Lifecycle Marketing Manager at Hawke Media, developing and executing email campaigns for 5 beauty and apparel clients using compelling copy, design, segmentation, automation, and personalization to drive engagement and conversions
- Achieved an average 20% increase in open, click-through, and conversion rates across all email campaigns
- Launched Shopify stores for 8 diverse clients in the fashion and hair industries with the goal of establishing a digital presence in e-commerce
- Provided expert consultation and guidance to clients on e-commerce best practices, market trends, and digital transformation strategies, fostering long-term relationships built on trust, transparency, and exceptional service delivery
- Led the development and execution of comprehensive marketing campaigns across various channels, including email, social media, and paid advertising, to drive traffic, engagement, and sales conversions
- Conducted website audits, identified vulnerabilities, and implemented financial protection applications
- Maintained front-end website design and functionality to optimize user experience in addition to approving new product offerings, inventory, prices, descriptions, titles, images, and SEO copy

2023 - 2024 | **TigerDevs, LLC** *Manager of E-commerce*

- Joined the leadership team to build agency's expansion into full-service e-commerce solutions, directly contributing to a 3X increase in annual agency revenue and \$200k+ in new client revenue within 6 months
- Developed and executed comprehensive Go-to-Market strategies and product roadmaps, accelerating market entry timelines by an average of 30%
- Cultivated and managed strategic partnerships with key technology providers, expanding service offerings by 50% enhancing client value propositions
- Led a cross-functional team of 10+ e-commerce specialists, driving continuous development and improving project delivery efficiency by at least 50%
- Oversaw client performance across Shopify builds, campaign launches, and product rollouts- driving an average 3.2X return on investment for all marketing services within the first 90 days

2022 - 2023 | **Acadia.io (Bobsled Marketing)** *Client Project Manager, Amazon*

- Managed 12 diverse clients across beauty, health, and apparel on Amazon Seller and Vendor Central, overseeing a \$6M+ revenue book while meeting 100% of project deadlines, revenue targets, and upsell goals
- Achieved 50% YoY average growth in gross revenue across all clients by implementing strategic sales initiatives, including Prime Day promotions, performance analysis, and proactive optimization techniques
- Directed end-to-end project management and served as primary client liaison for communication, issue resolution, and strategic consultation, resulting in 100% client retention and satisfaction
- Executed an Amazon retail campaign for a men's apparel company, increasing gross revenue 110% YoY by conducting keyword research, inventory analysis, sales tracking, operational efficiency improvements, and creating A+ Content for 150+ products
- Delegated cross-functional teams of designers, copywriters, and analysts to optimize product listings and PPC campaigns, driving an average 30% conversion improvement across 10 clients, and led weekly stand-ups with e-commerce teams or CEOs to present KPIs and recommended action plans

2017 - 2021 | **JP E-Commerce Management** *Consultant, Shopify Partner*

- Increased fashion client gross revenue by \$1.2M (+15% YoY) through a high-volume men's denim campaign, integrating full-funnel marketing strategy
- Accomplished 100% client satisfaction and referral rate for 8+ clients by exceeding upsell goals 12%, leading weekly stand-ups, and regularly communicating sales and ad KPIs to CEOs
- Expanded customer base by 15% by developing new brand identity, optimizing front-end website design
- Delivered over 200+ technical and non-technical projects on time and under budget allocation by recruiting and managing 30+ designers, freelance software engineers, brand ambassadors, and artists over 5 years

2015 - 2017 | **COUP DE MAIN INC.** *Co-Founder, CEO*

- Maximized sales (+95% YoY) for a \$100K online fashion boutique by leading operations, go-to-market strategy, branding, shipping, digital marketing, and saved ~6% of annual revenue in cost reduction by negotiating prices with 100+ supply vendors
- Increased customer conversion by 5-8% WoW with lifecycle marketing including bi-weekly email marketing campaigns, abandoned-cart emails and retargeting ads to 350k+ customers
- Gained 25K social media followers and a 28% engagement rate (+40% MoM) by developing brand strategy

2014 - 2015 | **BLACK LINEAGE INC.** *General Manager*

- Owned production of 100+ cut & sew projects for \$6M+ in order revenue for six global sewing factories
- Drove 2.5X profit returns on \$2M+ in sellable products by sourcing new supply vendors
- Managed 30+ brand ambassadors, fashion designers, and entrepreneurs to create marketing content

2011 - 2014 | **SK International USA** *General Manager*

- Appointed as the commercial relationship owner for garment production factories in China and Vietnam
- Managed domestic client relationships, collected purchase orders & provided support for \$10M revenue
- Reduced chargebacks by 9% across enterprise clients like Forever 21 and Costco by reviewing 100+ routing guides and recommending updated packaging and shipping guidelines

Education

2012 - 2013 | **Fashion Institute of Design & Merchandise** *Product Development / Merchandising*

2009 - 2011 | **California Polytechnic University of Pomona** *Business Management*

Skills

Scrum Product Owner (#1459161) | JavaScript, Ruby, CSS/HTML (Beginner) | Amazon Seller Central, Facebook Ads, Google Ads, Klaviyo, MailChimp, Miro, Jira, Trello, Slack, Google Suite, Excel, PowerPoint | English (Native), Korean (Conversational)