JACK MARTIN, MBA

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Results-driven Operations and E-Commerce Manager with over 5 years of experience driving online sales, optimizing merchant success, and enhancing operational efficiencies. Proficient in leveraging data analytics, automation, and cross-functional leadership to support scalable, customer-centric commerce solutions. Committed to continuous innovation and making commerce better for everyone.

eCommerce Commercial Manager – Diageo

Aug 2024 – Present

* Implement and shape omnichannel/ecommerce strategies, fundamentals, and programs in collaboration with sales, marketing, customer marketing, retail and ecommerce partners
* Drive strategy on the evolution of Diageo product content and helps define landscape for beverage alcohol digital catalog shelf management on Instacart, Amazon, Walmart, Doordash and Uber Eats
* Build out insights related to consumer trends in digital and ecommerce through the collection and interpretation of the data
* Coordinate with partners and retailers on the product catalogue including syndication, content and product portfolio imagery; Maintain the relationship with Diageo Canada’s digital shelf management agency GS1 including supplier performance and contract management

Operations Manager MOD LIGHTING
*Jun 2023 - Dec 2023*

* Merchant Success Leadership: Managed all aspects of Amazon Seller Central, including product listings, inventory, marketing strategy, and order fulfillment.
* Automation and Process Improvement: Implemented automation processes in Gorgias CSM software, reducing First Response time to under 1 hour and Resolution time to under 48 hours.
* Data Analytics: Utilized Google Analytics and Triple Whale to track KPIs and optimize performance metrics.
* Cross-Functional Collaboration: Transitioned the company to Amazon’s Multichannel Fulfillment, improving US fulfillment and delivery timelines.
* Customer Experience Optimization: Set up and managed a new returns portal via Loop Returns, analyzing return rates and reasons.

E-Commerce Manager Tin Shack Ltd.
*Jul 2022 - Jun 2023*

* Process Design and Implementation: Created visibility to inventory, logistics, and fulfillment-related metrics through dashboard creation and KPI reporting.
* Cost Optimization: Implemented inventory and fulfillment optimization initiatives, saving $45,000 by optimizing package size.
* Quality Assurance: Reduced misships by implementing Scan to Verify in the pack process, achieving a 5 sigma accuracy in order fulfillment.
* New Product Launches: Oversaw the launch of new products on Amazon Seller Central.
* SOP Development: Developed and implemented e-commerce SOPs, improving overall operational efficiency.

Ecommerce Consultant Squire John's
*Jun 2021 - Oct 2022*

* Revenue Growth: Built an additional annual revenue stream for the business, achieving YoY growth of 4.5x.
* Project Management: Managed the website build from kickoff to launch, continuously improving layout and app integration.
* Competitive Analysis: Analyzed competitor landscape and made recommendations to improve service offerings.
* Team Leadership: Managed a team of category coordinators to upload product catalogs and optimize listings.

E-Commerce Lead Generation Specialist Home Hardware Stores Limited
*May 2021 - Jul 2022*

* Lead Generation: Executed lead generation tactics and supported eCommerce growth, profitability, and customer satisfaction.
* Multi-Channel Programs: Collaborated with marketing and eCommerce teams to deliver programs driving new revenue – Rakuten activation,
* Budget Allocation: Planned and allocated digital paid media budget for various initiatives.
* Marketing Optimization: Improved landing pages and marketing campaigns through A/B and multivariate testing.
* Performance Tracking: Created and updated performance scorecards, tracking traffic and conversion metrics for continuous improvement.

Ecommerce Manager Vérité Films Inc.
*Sep 2019 - May 2021*

* Project Leadership: Managed the rebuilding of Shopify storefronts, improving delivery tracking and reducing customer service inquiries.
* Revenue Growth: Achieved significant revenue growth and improved sales across Canadian and US markets.
* Supply Chain Management: Sourced dropship partners and launched new products, enhancing overall e-commerce operations.
* Financial Management: Managed site P&L, tracked KPIs, and handled customer service requests.

EDUCATION

MBA | Schulich School of Business, Toronto, ON Jan 18 – April 19

BACHELOR OF ARTS | Dalhousie University, Halifax Sept 06 – July 09, August 2017

CXL – Ecommerce Marketing Certificate.

CSPO – Certified Scrum Product Owner Certificate

Google Marketing and Ecommerce Certificate