

Damon Padron

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WORK EXPERIENCE

Nite Ize, Inc.

Boulder, CO

Ecommerce Strategist

Sep 2024 - Present

- Own core digital KPIs across a \$6.5M+ ecommerce business, using performance insights to drive profitable growth and better customer experience.
- Lead ecommerce strategy that increased annual online revenue by 17% while improving conversion rate, AOV, and customer retention.
- Manage a monthly digital budget of \$65,000 across paid acquisition and ecommerce initiatives, improving ROAS to 3.1
- Build and manage AI-driven reporting and automated insight systems to identify retention drop-off, merchandising gaps, and revenue opportunities across the ecommerce funnel.

Guiry's, Inc.

Denver, CO

Ecommerce Manager

Jan 2022 - Sep 2024

- Scaled ecommerce revenue from \$300K to \$2.2M in two years through improved retention strategy, better promotional sequencing, and tighter alignment between onsite and lifecycle marketing.
- Increased website conversion rate from 1.9% to 2.6% through landing page optimization, improved collection structure, and stronger product detail page content.
- Improved AOV by 16% by introducing cross-sell strategies, bundle placements, and threshold-based promotional messaging.
- Owned a \$720K annual paid media budget, scaling acquisition while improving efficiency across CAC, ROAS, and overall marketing ROI.

Self-Employed

Remote

Freelance Ecommerce Growth Consultant

May 2019 - Present

- Improve storefront conversion rates by as much as 31% through PDP optimization, collection restructuring, landing page improvements, and checkout friction reduction.
- Plan and build email and SMS automation strategies that generate over \$300,000 in attributed annual revenue.
- Improve organic traffic by 28% across client accounts through SEO-focused product page rewrites, collection optimization, and stronger site architecture recommendations.
- Design and launch custom business tools using AI coding assistants, reducing manual admin workload by 20+ hours per month for clients through quoting, invoicing, and workflow automation solutions.

SKILLS

Shopify Plus, Magento 2, AI & Automation (OpenAI Suite, Claude), Google Analytics (GA4), Google Merchant Center, Google Tag Manager, Google Ads, Klaviyo, Lifecycle Marketing

EDUCATION

Florida Gulf Coast University

Fort Myers, FL

Bachelor of Science in Business Management