

Chris Agnew

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Summary

Results-driven E-commerce and Digital Marketing Specialist with 6+ years of experience optimizing online sales channels, including Shopify, Amazon, Wix, and BigCommerce, to drive revenue growth. Expert in onboarding, data integration, automation, and client training for SaaS platforms. Proven ability to lead cross-functional teams, streamline operations, and deliver measurable improvements in conversion rates, user experience, and process efficiency.

Professional Experience

Onboarding Specialist

SureDone Inc | New York City, NY (remote)

Dec 2024 – Present

- Lead onboarding for 5–10 clients at a time, managing multiple projects (2 weeks–6 months) using specialized onboarding management tools and strong project management skills.
- Serve as the primary point of contact for new customers, guiding them through data integration, platform configuration, and training to ensure successful adoption.
- Deliver remote training and ongoing support, addressing client inquiries, troubleshooting issues, and collaborating with Sales, Product, and Support teams to resolve escalations and ensure data accuracy.
- Develop high-level scopes for automating client workflows in SureDone's automation engine; troubleshoot scripts and coordinate with development for enhancements.
- Foster strong client relationships by providing timely communication, proactive guidance, and building trust from day one.
- Gather and relay client feedback to inform product improvements and enhance customer experience.
- Maintain meticulous documentation and ensure compliance to ensure seamless account management and handoffs.
- Utilize intermediate Excel skills (vlookup, large dataset management) for data analysis and client onboarding tasks; familiar with APIs, XML, JSON, and CSV formats.

E-commerce and Digital Marketing Specialist

Central Garden & Pet (TDBBS Brands) | Neptune City, NJ (remote)

Feb 2023 – Aug 2024

- Optimized Shopify product listings and digital assets, increasing engagement and conversion rates.
- Created and maintained detailed sales and subscription reports using Google Sheets and SharePoint.
- Led a website optimization project, doubling site speed and improving accessibility (achieved WCAG compliance in under three weeks, saving thousands in legal settlements).
- Designed a media management strategy that reduced file sizes by 90%, accelerating load times for mobile users.
- Developed security protocols for Amazon channels, preventing \$2.4 million in potential fraud-related losses.
- Served as the primary technical resource for e-commerce challenges, ensuring seamless operations and rapid issue resolution.

E-commerce Leader and Digital Platform Manager

Advanced RV LLC | Willoughby, Ohio (hybrid)

Jan 2021 – Nov 2022

- Increased Shopify sales by 150% through targeted optimizations and marketing strategies
- Oversaw migration from WordPress to headless architecture, reducing bounce rates and improving mobile responsiveness.
- Provided customer service for the Upfitter's Resource e-commerce brand.
- Created a custom PTO Tracker App in Google Sheets, later developed into a web app for HR.
- Mentored the shipping department and provided technical support for office staff.
- Captured professional photographs for company events and onboarding, enhancing internal branding.

E-commerce Consultant and Web Solutions Specialist

NextGen Web Solutions | Mentor, Ohio (self-employed business that ended due to my FT job commitments)

Jun 2020 – Present

- Delivered custom e-commerce solutions, enhancing engagement and simplifying purchase processes for small businesses.
- Helped clients achieve sales goals on Amazon and Shopify through tailored strategies.
- Advised clients on JavaScript ES6+, Next.js, and headless CMS solutions, improving code quality and workflow efficiency.

Shipping & Purchasing Manager

Intellitronix | Eastlake, Ohio

Aug 2019 – Apr 2020 (covid layoff)

- Increased department efficiency by 50% through workflow optimizations.
- Negotiated supplier agreements, reducing shipping material costs by 80% and boosting profit margins.

Founder and Lead Photographer

CAPture Media LLC | Mentor, Ohio

Jun 2014 – Apr 2020

- Built and led a successful photography business, serving diverse clients for six years.
- Produced content for high-profile clients, including Cleveland's Scene Magazine and musicians such as Uncle Kracker.

Technical Skills

- **E-commerce Platforms:** Shopify, Amazon, BigCommerce, Wix
- **Shopify Apps:** Fast Simon, Rebuy, Recharge, Bazaar Voice
- **Digital Marketing:** CRO, SEO, User Experience, Performance Optimization, Accessibility (WCAG)
- **Operations:** Workflow Optimization, Inventory Control, Vendor Relations, Process Improvement
- **Web Development:** Shopify Liquid, React.js, Next.js, JavaScript (ES6+), Headless CMS
- **Data & Automation:** Intermediate Excel (vlookup, large datasets), APIs, XML, JSON, CSV
- **Creative Media:** Adobe Creative Suite, Photography, Visual Content Creation
- **Core Competencies:** Cross-Functional Team Leadership, Client Relations, Communication, Problem-Solving