

CHRISTIAN CORTES

Ecommerce Leader · Digital Experience Strategist · Shopify Plus Operator
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PROFESSIONAL SUMMARY

Ecommerce leader with 9+ years owning the full DTC channel for high-growth ecommerce brands, including marketing budget ownership, P&L accountability, and revenue forecasting. Proven track record building data-driven growth systems that improve CVR, AOV, and long-term customer value across conversion optimization, performance marketing, platform strategy, site merchandising, and lifecycle marketing. Experienced presenting to executives and investors and translating consumer behavior into actionable roadmap decisions.

EXPERIENCE

Ecommerce Manager | Kane Footwear

Jan 2025 – Present · Westport, CT

Leads DTC ecommerce strategy and operations for a fast-growing recovery footwear brand on Shopify Plus, reporting to executive leadership across digital experience, platform development, and lifecycle channels.

- Own the CRO roadmap and KPI reporting across CVR, AOV, and basket behavior; built a 60+ experiment A/B testing program that lifted **sitewide CVR from 2.23% to 2.70%** through UX/UI optimization across PDP, PLP, and homepage.
- Lead **site merchandising strategy** across homepage, collections, and campaign landing pages, surfacing key styles, new arrivals, and seasonal stories in alignment with brand and growth teams.
- Manage **Shopify Plus platform development** including theme customization, Liquid templating, operational automations, and app ecosystem, using Claude Code and AI-assisted development to accelerate iteration and improve site performance.
- Deploy **AI-enabled tools** across content workflows, merchandising decisions, and productivity, enabling faster GTM and more informed decision-making across the team.
- Launched a **loyalty program** delivering meaningful LTV lift and incremental order frequency; scaled lifecycle channels to 440K+ subscribers with Email +289% YoY and SMS +616% YoY.

Digital Marketing Manager | Lax.com

May 2017 – Jan 2025 · Norwalk, CT

Owned ecommerce growth strategy, marketing budget, P&L, and revenue forecasting for a leading lacrosse sporting goods retailer through two platform migrations. Presented quarterly to investors and stakeholders. Awarded equity for performance; built the digital foundation that supported the company's subsequent acquisition by BSN Sports.

- Led **two full platform migrations** (Magento to Salesforce Commerce Cloud in 2019, Salesforce to Shopify in 2024), including site redesign, brand relaunch, and digital infrastructure buildout.
- Owned **marketing budget planning and P&L reporting**, developing revenue forecasts and translating performance data into strategic recommendations for leadership and investors.
- Scaled advertising investment 23% while improving web contribution margin by **2.7 points** year over year, delivering \$2M+ in contribution profit.
- Launched a loyalty program with a 5.5% participation rate, driving a **140% increase in purchases** and 190% increase in customer LTV.
- Built a **Looker Studio BI dashboard** unifying multiple data streams; the foundation for quarterly investor and stakeholder reporting.

Digital Marketing Consultant | CortesDigitalMarketing.com

Ongoing · Remote

- Independent consulting** for small businesses across action sports, food and beverage, hospitality, and media, driving growth in traffic, conversion, and online presence.

Store Manager | The UPS Store

Apr 2013 – May 2017 · Albany, NY

- Led P&L, hiring, vendor operations, and local marketing for a newly renovated retail location; drove **+7% YoY sales growth** while reducing operating costs.

CORE COMPETENCIES

Ecommerce Strategy

P&L & Budget Ownership
Revenue Forecasting
CRO & A/B Testing
Site Merchandising

Platform & Development

Shopify Plus & Liquid Dev
AI-Assisted Development
Operational Automations
App Ecosystem Management

Growth Marketing

Google Ads & Shopping
Meta & TikTok Ads
Lifecycle Marketing (Klaviyo)
SEO & AEO Strategy

Analytics & Data

GA4 & Looker Studio
BI Reporting & Dashboards
Attribution & Tracking
Investor & Board Reporting

EDUCATION

Marist College · Advertising Studies, Minor Photography · School of Communications · 2007–2011