



GRAHAM RUSS

E-COMMERCE MARKETING PROFESSIONAL

(919) 473-9447
g.russ@grahamruss.com
<https://www.linkedin.com/in/grahamruss>
27308 Wisdom Drive, Cary NC

OBJECTIVE

I have a proven track record of success working with B2B and B2C e-commerce website platforms and utilizing the latest marketing technology with the online e-commerce platforms.

Expertise with Magento Enterprise platform, Magento modules, and website planning.

Results-oriented e-commerce professional with a high level of strategic planning.

PRO SKILLS

- MAGENTO ENTERPRISE **98%**
- STRATEGIC PLANNING **95%**
- A/B TESTING **98%**
- BEHAVIOR TESTING **99%**
- SALE FUNNELS **90%**
- EMAIL WORKFLOWS **99%**

EXPERIENCE

E-COMMERCE CONSULTANT

GRAHAM RUSS

2017 – Present

Consulted with different e-commerce businesses and developed strategic plans on how the different businesses could increase overall website conversions, with action steps included.

E-COMMERCE MANAGER

VIETRI, INC.

2011 – 2017

Architected, managed VIETRI's e-commerce B2B, and B2C websites that drove more than seventy-two percent more in annual revenue.

E-COMMERCE MANAGER

GLOBAL TEST SUPPLY

2008 – 2011

Re-developed and designed B2B e-commerce website including the companies new brand and architected department store system for faster user search of products.

E-COMMERCE MANAGER

SOTEL SYSTEMS

2004 – 2008

Designed, and developed Sotel Systems B2B e-commerce website that grossed ninety-eight percent more in conversions six months after e-commerce website

EDUCATION

E-COMMERCE WEBSITE MASTER CERTIFICATION

CLARK UNIVERSITY- QUINCY MA

2002 – 2004

- E-Commerce Master Certification
- E-Commerce Development
- Web Design
- Web Development

HOBBIES

Family | Traveling | Technology | Snow Skiing | Music

REFERENCE

CHRIS JOHNSON

ATTORNEY – JOHNSON LAW

Phone: (910) 859-0707

E-Mail: chris@johnsonlawesq.com

STEVE FORD

OWNER - 5 STAR-SRCT

Phone: (919) 396-8545

E-Mail: stevenford@5star-srct.com

AWARDS

BRONTO EMAIL AUTOMATION

CERTIFIED BRONTO ADMIN - 2013

Bronto certification for email marketing automation admin software. Bronto provided an high conversion rate on the VIETRI'S B2C website email campaigns.

GOOGLE ANALYTICS

CERTIFIED BEST PRACTICES - 2014

Learned how to implement best practices when working with Google Analytics, and e-commerce platforms.