

Hi, I'm Mike Mehiel.

**Director of Ecommerce,
developer, designer,
and digital specialist.**

BACKGROUND AND SKILLS

I've always been a knowledge seeker and a problem solver. I pick up new tools as needed and acquire new skills quickly and with genuine interest. I am a proven leader, with a focus on making everyone around me better.

Ecommerce

Shopify Plus Expert, Amazon, Walmart, Target, Shopify Connect, eBay, Netsuite, ShipHawk, Tableau, Big Commerce, Etsy + more

Shopify/Ecommerce Apps

Loyalty, Subscriptions, Installments, Memberships, Reviews, Upselling, Bundles, UGC, Wishlists

Development

HTML, CSS, PHP, Javascript, JQuery, HUBL, Liquid, Sass, Less, Bootstrap + more

CMS

Wordpress, Hubspot, Craft, IBM Web Content Manager, Sharepoint, Kentico, Joomla, Olapic, Shoutlet, Curalate + more

Design, Photo, Video, Editing

Adobe Photoshop, Illustrator, InDesign, XD, Sketch, Lightroom, AfterEffects, Premiere

20 years of experience shooting photo and video with digital and film SLR cameras

Email, SMS & CRM Platforms

Klaviyo, Hubspot, Salesforce, Wordfly, Cheetahmail, Constant Contact, Mailchimp, Liveclicker + more

SEO, SEM & Analytics

Google Analytics, Google Web Designer, Google Ads, Facebook Ads Manager, Sysomos, CoreMetrics, Simply Measured

Project Management Tools

Asana, Airtable, Basecamp, Trello, Jira, Workfront

Nonprofit Pro Bono Projects

Be the Change Mobile Library, Faraji Foundation, Destroy Cancer, Stay Home Coffee Club

Formal Education

Cal Poly State University, San Luis Obispo
B.S. in Graphic Communication, June 2008

QUALIFICATION SUMMARY

As a seasoned ecommerce leader with over 15 years of digital experience, I bring a unique blend of strategic vision, cross-functional leadership, and hands-on expertise to every project. I excel in orchestrating the entire ecommerce ecosystem, from mobile and responsive design and development, website management, organic and paid marketing, lead generation, email and SMS marketing, A/B testing, and much more. My approach prioritizes continuous learning, testing, and refining to drive growth and innovation.

Having thrived in hybrid roles across agency and in-house settings, I possess the versatility to lead teams, manage agencies, or take on the work directly. From executing targeted initiatives to driving transformational projects, I embrace challenges that span strategy, technology, sales and design. My career has evolved alongside ecommerce itself, rooted in a passion for innovation and a drive to deliver meaningful results.

WORK EXPERIENCE

Director, Ecommerce, Super7 November 2021–Present

Develop and execute strategic initiatives to drive online revenue growth, overseeing comprehensive ecommerce operations and fostering exceptional user experiences across Super7.com and 3rd party marketplaces. Lead cross-functional teams and collaborate with external agencies to optimize website performance, and continually enhance conversion rates and customer engagement. Spearhead Email and SMS Marketing programs, leveraging data-driven insights to boost growth, retention, and LTV. Oversee the merchandising of 2,000+ SKUs with up to 20 weekly releases. Partner with Paid Media agencies to deliver high ROAS and expand the customer base. Constantly refine our UX with a focus on authenticity, creativity, and engagement as it is a design-driven brand with an extremely dedicated and opinionated fan base. Create and build site-wide experiences for large-scale events like San Diego Comic-Con.

Senior Manager, Web Content, DripDrop ORS March 2021–September 2021

Ran dripdrop.com, a headless Craft + Shopify Plus website, and the DTC branch of a brand in explosive growth. Oversaw the launch of a new website, and managed multiple agencies post launch, implementing custom features, optimized for site performance and conversions, and increased functionality for their ever-evolving needs. Simplified the subscription process, and caught and fixed multiple longstanding issues. Managed integrations with platforms like ShipFusion, Klaviyo, Bold Subscriptions and Zendesk. Designed, developed and managed site content, landing pages, promotions and more.

Lead Web Developer and Senior Digital Specialist, OTTO Brand Lab August 2017–February 2021

Lead developer and web designer, building and maintaining B2B and B2C sites on Wordpress, Hubspot, Shopify and more. Balanced design and UX with conversion and retention. Built email and digital ad campaigns, managed projects with outside agencies and mentored graphic designers on responsive design and development. Worked directly with clients through builds, updates, training and site hand-offs.

Freelance Web Designer & Developer, Self-employed June 2004–present

I have an ongoing passion for digital design and development that keeps me busy with client projects, self-started projects and pro-bono work for non-profits and local businesses.

Digital Media Specialist, Presidio Trust July 2015–March 2017

Implemented digital media best practices across the digital marketing group. Elevated and streamlined web design, marketing content, email programs and social media integrations, resulting in higher interactions and conversions across the board. Owned, maintained, and developed new websites managed by the Presidio Trust. Worked hand-in-hand with agency to develop and launch a major site redesign and restructuring. Managed analytics and developed key strategies across all digital media brand extensions.

Contract Web Producer & Email Marketing Manager, San Francisco Symphony May 2015–July 2015

Implemented responsive functionality across all email templates. Managed and implemented all website updates using Kentico CMS. Developed an efficient, sustainable and successful email program.

Social Media Marketing Manager, Men's Wearhouse January 2014–December 2014

Led strategy, innovation and content creation for all social channels. Collaborated with marketing, creative, and IT teams to ensure strong and consistent campaigns and branded experiences. Implemented tools like Olapic and Curalate to engage social audience and drive sales. Analyzed data to optimize everything, from large strategic initiatives to daily posts. Worked directly with vendors at Facebook, Twitter, Google, Yelp and Foursquare to actively improve organic and paid social media performance.

Interactive Producer, Men's Wearhouse September 2010–December 2013

Built HTML, implemented code, and scheduled content for all site refreshes. Sliced, coded, and produced emails. Concepted, designed, and developed large ecommerce initiatives including site pages, email templates, interactive campaigns and sweepstakes.

Graphic Designer & Web Producer, Mez Design July 2009–September 2010

mikemehiel.com
[linkedin.com/in/mikemehiel](https://www.linkedin.com/in/mikemehiel)