

Hi, I'm Mike Mehiel.

**Senior Ecommerce manager,
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 talk less and do more attitude.

Ecommerce

Shopify Plus Expert, Amazon, 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

I bring over 15 years of digital work experience, a wide skill set and a vast understanding of the digital landscape to ecommerce, marketing, creative, and development teams. I have complete knowledge of the ecommerce ecosystem, from mobile and responsive design and development, website management, organic and paid marketing, lead-gen, email and SMS marketing, a/b testing and much more.

I've taken on a variety of hybrid positions in agency and in-house settings that have given me opportunities to contribute to successful large and small scale digital initiatives, and bring it all together as an ecommerce leader. I thrive as a problem solver, taking on any challenge, whether its strategic, technical, design-based, or a combination of it all. I've been involved in ecommerce since it was mailing cash in envelopes, and have a true passion for what I do.

WORK EXPERIENCE

Senior Manager, Ecommerce, Super7 November 2021–Present

Formulate and implement strategic plans to maximize online revenue, overseeing end-to-end ecommerce operations, and optimize user experience across multiple channels. Manage and execute website development and maintenance, integrate third-party platforms, and leverage insights to improve conversion rates and customer engagement. Oversee Email & SMS Marketing Program internally & with external agencies, driving growth, retention, and increased AOV. Manage merchandising of 2k+ SKUs and up to 20 releases a week. Oversee Paid Media agency, driving high ROAS and increasing customer base. Constantly refining UX for a brand with a devoted fanbase where authenticity and creativity is absolutely necessary.

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

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