

MARK SMITH

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AMAZON SEO AND CONTENT EXPERT / BUSINESS TURNAROUND SPECIALIST

Strategic and innovative SEO guru with a passion for driving brand awareness and product performance.

CORE COMPETENCIES

➤ Jungle Scout	➤ Helium 10	➤ Amazon PPC Campaigns
➤ ManageByStats	➤ Shopify	➤ Keyword Planner
➤ Organic Search	➤ On-page / Off-page SEO	➤ Content Marketing/Strategy
➤ Target Audience Analysis	➤ Keyword Research	➤ Link Building
➤ Conversion Rate Optimization	➤ Content Strategy	➤ KPI Analysis

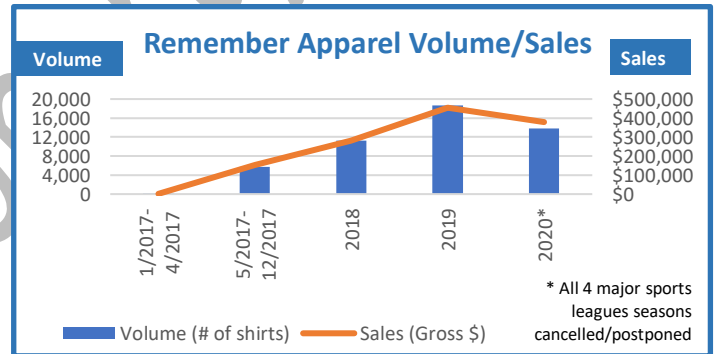
PROFESSIONAL EXPERIENCE

CO-FOUNDER AND MANAGING PARTNER

ABC Apparel LLC, Valley Forge, PA (May 2017–Present)

Custom designed sporting apparel sold exclusively on company website and Amazon.

- ◆ Rapidly turned around an unprofitable custom sports apparel design and distribution company, **increasing sales volume 97% in first year** and **growing the product line from 3 to 60 items in first three years.**
 - 1/2017–4/2017→50 shirts→\$1,350 sales
 - 5/2017–12/2017→5,704 shirts→\$153,385 sales
 - 2018→11,279 shirts→\$280,091 sales
 - 2019→18,656 shirts→\$454,614 sales
 - 2020→13,864 shirts→\$379,421 sales



- ◆ Successfully **generated consistent sales during 2020 pandemic** that, while lower than 2019 sales, still exceeded 2018 sales by 23%.
- ◆ Extensive experience with Jungle Scout and Helium 10 to optimize and scale business, Shopify and Wordpress to manage content, Keyword Planner to optimize platform for keywords, and ManageByStats to monitor all sales, expenses, profits, and Total ACoS.
- ◆ Spearhead a process to determine relevant keywords, weave them into each product's listing page, effectively utilize link building opportunities and then, using the most relevant keywords, **create a Pay per Click campaign** on Amazon.
- ◆ Customize on-page and off-page SEO for our product listing pages and designed an Amazon PPC campaign, both of which resulted in **80% of newly listed products landing on page one** for the most relevant keywords **within the first two weeks of listing.**
- ◆ Streamline keyword research process to change keyword bids for relevant keywords to **consistently lower ACOS** while **improving overall sales almost 100%** and research and monitor competing products to identify additional keywords and trends.

CO-FOUNDER AND MANAGING PARTNER (cont'd)

ABS Apparel LLC, Valley Forge, PA (May 2017–Present)

- ◆ Grew business by improving organic search results, finding niche categories for product opportunities, expanding our content marketing by developing a new content strategy and conducting extensive target audience analysis.
- ◆ **Consistently exceed Amazon average conversion rate**—average sales conversion rate on Amazon is 9.5%—with our best sales conversion rates exceeding 50% and our worst never dipping below 11%.
- ◆ Effectively use conversion rate optimization statistics to evaluate detail page effectiveness—this practice resulted in fairly consistent conversion rates and volume, and an **increase in sessions and sales**, for top 3 products year-over-year for first two weeks of December 2019 (pre-pandemic) and December 2020 (post-pandemic).

	First 2 Weeks December 2019	First 2 Weeks December 2020
# of Products With at Least 20% Conversion Rate	22	34
Top 3 Products – Conversion Rates	31.5%/31.4%/24.3%	28.3%/23.8%/21.0%
Top 3 Products – Sessions	2,796	3,266
Top 3 Products – Volume	859	848
Top 3 Products – Sales	\$23,514	\$32,745
Top 3 Products – Average Conversion Rate	29.1%	24.4%

HEAD COACH

XYZ University Ice Hockey, Kutztown, PA (July 2017–Present)

- ◆ Coached Kutztown University to its first League Championship in 7 years, first ever National Tournament, and was named DVCHC Coach of the Year 2018–2019.
- ◆ Grew program through recruitment from 10 to 54 players—while adding a second team.

OFFICE ASSISTANT

Heavymovers Inc., Wayne, PA (May 2016–August 2016)

SERVER

Movie Tavern Inc., Collegeville, PA (April 2013–January 2017)

CASHIER

Wegmans Food Markets, Collegeville, PA (April 2013–January 2017)

EDUCATION

Kutztown University, Kutztown, PA – BSBA, Management (2013–2016 - 102 credit hours, unable to complete, financial reasons)