

# Carl Wood

Ecommerce Manager

Clevedon BS21, UK

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## Languages

English (Native)

## About

- Over a Decade of Digital Marketing and Ecommerce Experience.
- Spearheaded the Launch of a Multimillion Pound B2B Ecommerce Site in March '22.
- Made significant improvements to E-Commerce Portfolio with a Combined turnover of £5 Million Annually.
- Pioneered the Growth of Bristol's Busiest Independent Aesthetic Clinic and a Leading B2C Ecommerce Site in the Sector.
- Revolutionised Customer Engagement through cutting-edge CRM and Email Marketing Automations.
- Significantly improved ROAS with Skilful Management of PPC Campaigns (2x £50k accounts in Search + Shopping Ads).
- Enhanced my personal professional expertise through Up-to-Date Certifications in GA4 and SEO.

### PROFESSIONAL SUMMARY

Innovative Marketing & Ecommerce Strategist, leading transformational initiatives using Shopify+, Active Campaign, Mailchimp, WordPress WooCommerce, Infusionsoft, and several other CRMs, coupled with extensive PPC Google Ads Campaigns successes. A Data-Driven Visionary, having revolutionized CRM Automation, Emails, and Campaign Flows through insightful analytics. Recognised as a Shopify Expert, Registered Mailchimp Expert and Active Campaign Partner, and adept in Advanced Website Design (HTML, CSS, PHP) across various CMS Platforms.

- Positioned the UK's No.1 Bird Box Camera Technology Company as Market Leader in 2023 (B2C Sales).
- Directed the Marketing Strategies for the UK's Largest Wholesale Aquatic Supplier from 2021-2023 (B2B & B2C Sales).
- Spearheaded the Growth of Bristol's Largest Independent Aesthetic Clinic for over a Decade (2009- 2021) (B2C Lead Gen +

### BRANDS WORKED WITH

Beautology

Datatrack Fuel Systems

Haywards Travel

J&K Aquatics

Open 24 Seven

## Experience



### Ecommerce Manager

Open 24 Seven | Apr 2023 - Aug 2023

- Overseeing the online sales process
- Analysing sales data and producing detailed reports
- Setting company strategy, objectives and KPI's
- Communication with all departments to ensure efficient delivery of operations.
- Oversee digital marketing channels across PPC, SEO, Display, affiliates and email marketing and social media.
- Project Manage new product launches. Managed a £5m per Year Portfolio of Websites, Implementing Innovative Strategies that Resulted in Increased Monthly Website Visitors and Boosted Average Sales and Order Values.



### Marketing Manager

J&K Aquatics | Oct 2021 - Feb 2023

- Project Manage – New Website through to launch.
- Website Design, UX & Development (Shopify, Magento, SANA & Wordpress WooCommerce).
- SEO & CRO
- CRM Automation, Email Marketing and Customer Journey
- ERP Management (NAV Dynamics)
- Manage the Marketing Team; Oversee Email Campaigns, Social Media,

Product Marketing.

- Reporting - Analytics, Marketing, Sales Led the Design, Development, and Launch of a New B2B Website on Shopify+, Establishing It as a Market Leader within Six Months with £6m+ in Sales. Successfully Orchestrated a 4-Member Marketing Team (including social media, copywriting, graphic design, and product specialists), Aligning Efforts to Enhance Brand Visibility. Innovated Customer Engagement by Introducing Transformative Automations, Flows, Customer Journeys, and Regular Email Campaigns via CRM Platforms (Mailchimp and Hubspot).



- **Marketing Manager**

Beautology | Feb 2009 - Oct 2021

(Continued as a consultant)

- Google Ads PPC (2 accounts £50k ea)
- E-commerce (Shopify & Joomla)
- Google Analytics
- SEO & CRO
- Multi-variant Testing
- CRM Automation, Campaigns, Flows, Funnels Pivotal in Elevating Beautology to the Status of Bristol's Largest Independent Aesthetic Clinic, Achieving Year-Over-Year Growth in New Customer Acquisition, Customer Lifetime Value, and Ecommerce Average Order Value (AOV). Launched Beautology's Online Store in March 2020, Rapidly Establishing it as a Market Leader with 5,000+ Orders in Year 1 (AOV £55), Demonstrating a Commanding Presence in the Sector.

- **Office Manager/Accounts/Marketing**

Datatrack Fuel Systems | Jan 2007 - Jan 2009

- Office Management
- Website Development
- Press Releases
- Posting Accounts

- **Executive Chauffeur**

Haywards Travel | Jan 2006 - Jan 2007

- Chauffeuring business leaders and celebrities
- Car cleaning and basic maintenance

## Education & Training

- **Pingle School**

3 A Levels 7 O Levels,