

# GABRIEL GUTIERREZ

DIRECTOR OF ECOMMERCE | DIGITAL OPERATIONS & GROWTH

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## INTRODUCTION

Digital commerce leader with experience owning revenue, customer experience, and platform strategy. Lead cross functional teams across marketing, web, operations, and technology to deliver measurable growth. Strong background in platform optimization, CRM and ERP integration, and using automation and AI to scale digital operations and decision making.

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## CORE COMPETENCIES & TECHNICAL PROFICIENCIES

### DIGITAL STRATEGY & LEADERSHIP

- Digital commerce and revenue ownership
- Platform and roadmap strategy
- Cross functional team leadership
- Data driven decision making
- Process design and optimization

### ECOMMERCE & PLATFORM OPERATIONS

- DTC and marketplace operations
- Website performance and conversion optimization
- Product merchandising and lifecycle management
- Mobile and responsive commerce
- Checkout, fulfillment, and operational workflows

### MARKETING, GROWTH & ANALYTICS

- SEO and organic growth strategy
- Paid media, PPC, and ROAS optimization
- Conversion rate optimization (CRO)
- Customer retention and lifecycle marketing
- Analytics and performance reporting (GA, GA4)

### AUTOMATION, AI & SYSTEM INTEGRATION

- Workflow automation and system orchestration
- AI assisted content and operational workflows
- CRM design and pipeline automation
- ERP integration and data flow optimization
- Reporting dashboards and performance visibility

### TOOLS & PLATFORMS

- eCommerce platforms (Shopify, Magento, WooCommerce, BigCommerce)
- CRM systems (HubSpot, Salesforce, Klaviyo)
- ERP and integration tools (NetSuite, Celigo)
- Google Analytics and marketing platforms
- Adobe Creative Suite
- HTML and CSS fundamentals

### ADDITIONAL

- Bilingual: English and Spanish

## EXPERIENCE

### DIGITAL SALES LEADERSHIP

- Led digital sales strategy across direct to consumer and marketplace channels, driving revenue growth through performance optimization and continuous testing.
- Planned and executed digital marketing campaigns across SEO and paid media, using predictive analysis and AI assisted insights to optimize performance.
- Developed promotional and merchandising strategies to increase average order value through bundling, upselling, and conversion optimization.
- Built and managed eCommerce websites optimized for lead generation, organic search performance, and conversion rate optimization.
- Designed automated and AI assisted sales funnels and CRM workflows to improve lead qualification, nurturing, retention, and referral revenue.

### ECOMMERCE OPERATIONS & OPTIMIZATION

- Managed end to end eCommerce operations to ensure platform stability, scalability, and consistent customer experience.
- Led website redesign and optimization initiatives focused on user experience, site performance, and checkout optimization.
- Developed standard operating procedures and automated workflows to improve order processing efficiency and reduce fulfillment errors.
- Collaborated with marketing, IT, customer service, and operations teams to align digital operations with business objectives.
- Integrated CRM and ERP systems to improve data integration, reporting accuracy, and operational decision making.

### STRATEGIC LEADERSHIP & COLLABORATION

- Led cross functional teams across marketing, sales, operations, and customer service to execute digital initiatives and growth strategies.
- Developed documentation, templates, and repeatable processes to support scalable digital and operational execution.
- Implemented automation and AI enabled workflows to reduce manual processes and improve operational efficiency.
- Supported continuous improvement initiatives through adoption of emerging digital technologies, automation, and performance metrics.

### DATA-DRIVEN MARKETING & ANALYTICS

- Analyzed digital performance metrics including traffic, engagement, conversion rates, and customer behavior.
- Used data analytics and AI assisted insights to optimize marketing campaigns, website performance, and content strategy.
- Built reporting dashboards and performance tracking systems to support executive visibility and strategic decision making.
- Applied SEO analytics and performance data to improve organic search visibility and inbound lead generation.

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## EDUCATION

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- Degree in Business Administration

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## RESOURCES

Professional Website/Profile [www.Gabriel.Gutierrez.info](http://www.Gabriel.Gutierrez.info)