

GABRIEL GUTIERREZ

DIRECTOR OF ECOMMERCE

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PROFESSIONAL EXPERIENCE

Director of eCommerce & Digital Platforms Freelance / Independent | 2025 - Present

- Own end-to-end strategy and execution for eCommerce websites, digital platforms, and lead-generation properties, spanning site architecture, SEO, analytics, paid acquisition, and operational workflows.
- Built, managed, and optimized WordPress and WooCommerce-based platforms focused on organic growth, conversion performance, and long-term scalability rather than short-term ad dependency.
- Manage Google Ads campaigns for CashForHousesTN.com, including keyword strategy, budget oversight, negative keyword refinement, ad copy iteration, and performance analysis to improve lead quality and cost efficiency.
- Implemented systems and workflows to improve reporting, lead handling, operational efficiency, and marketing consistency across digital properties
- Apply CRO principles to improve user flow, page structure, and conversion paths across sites, informed by traffic behavior, engagement metrics, and search intent.
- Lead ecommerce and digital growth initiatives across marketing, platform management, analytics, and customer experience.

Director of eCommerce (Direct-to-Consumer) United States Stove Company | 2024 - 2025

- Built and launched MyReplacementParts.com from the ground up, owning site architecture, product structure, SEO strategy, and platform execution to establish a new direct-to-consumer revenue channel.
- Audited and rationalized thousands of ERP-managed SKUs, identifying active, sellable parts and aligning inventory data with eCommerce requirements to support accurate listings and fulfillment.
- Grew the MyReplacementParts platform from \$0 to approximately \$16,000 in organic revenue within just over one year, supported by SEO-driven acquisition and foundational analytics infrastructure.
- Assumed ownership of all corporate eCommerce properties, including USStove.com and additional brand sites, leading site updates, content structure improvements, and platform coordination across teams.
- Oversaw IT operations within the scope of eCommerce and digital platforms, including server audits and infrastructure consolidation that reduced hosting costs by approximately \$30,000 annually.

Operations & Team Lead United Real Estate Experts | 2020 - 2024

- Led day-to-day operations for a residential real estate team, coordinating transactions, timelines, client communications, and process execution across multiple concurrent deals.
- Managed and coached a team of agents, providing guidance on transaction workflows, systems usage, and business operations to improve consistency and throughput.
- Oversaw vendor coordination, documentation, and compliance-related activities, ensuring smooth execution from contract to close while maintaining service standards.
- Supported internal adoption of digital tools and web-based systems, including website management, analytics usage, and basic automation to improve operational efficiency.

TECHNOLOGY & PLATFORMS

eCommerce & Web Platforms

WordPress, WooCommerce, Shopify, custom WordPress builds, on-page SEO, site architecture, conversion-focused landing pages

Analytics & Optimization

Google Analytics (GA4), Google Tag Manager, Search Console, conversion tracking, performance reporting, CRO analysis

Paid Acquisition

Google Ads (Search), keyword strategy, negative keyword management, budget oversight, ad copy testing, lead-quality optimization

Automation & AI Workflows

n8n (self-hosted), AI-assisted content generation, analytics automation, workflow orchestration, operational task automation

CRM & Marketing Systems

HubSpot, Salesforce, Klaviyo, lead pipelines, email automation, data flow between platforms

Infrastructure & Tooling

Web hosting environments, server migration and cost optimization, domain management, DNS, security and performance considerations

EDUCATION & CREDENTIALS

Formal Education

Business Administration - Marketing Emphasis

Licenses & Certifications

Tennessee Real Estate License

Tennessee General Contractor License

Foresight Management Training (Basic & Advanced Leadership)

AutoCAD Certification

Pro-Engineer 3D Rendering Certification