

SUMMARY

E-commerce growth and digital marketing specialist with hands-on experience building paid marketing systems, Shopify websites, TikTok Shop channels, email/SMS campaigns, livestream selling workflows, and brand assets for product-based businesses. Strong background opening new sales channels, maintaining high-ROAS growth systems, improving customer-facing buying experiences, and building backend workflows that make online selling easier to run.

MARKETING & GROWTH HIGHLIGHTS

- Built and managed product-based e-commerce marketing systems with proven ROAS across selected paid and owned campaigns.
- Opened and maintained new sales channels across Shopify, TikTok Shop, live commerce, paid ads, email/SMS, and product drops.
- Support 10+ streamers with OBS setup, TikTok troubleshooting, inventory, product flow, instructions, and Mega Live planning.
- Managed paid campaigns across Meta and Instagram that maintained approximately 5x ROAS while supporting channel growth.
- Created 4 TikTok Shop Seller Centers and 6 TikTok accounts, including setup, permissions, product access, and shipping workflows.
- Designed or rebuilt websites and brand systems for Vaulted Rarities, TGCSabers, DSGGrading, and Unique99.

CORE TOOLS

MARKETING: Meta Ads, Instagram Ads, Google Ads, Klaviyo, SimpleTexting, paid campaigns, email/SMS, ad creative, product messaging

E-COMMERCE: Shopify, TikTok Shop, Seller Center, product pages, collections, listings, checkout flow, customer journey, product drops

CREATIVE & OPS: Photoshop, Illustrator, CapCut, Premiere Pro, OBS, WordPress, Wix, Webflow, Squarespace, Sheets, Excel

PROFESSIONAL EXPERIENCE

Vaulted Rarities

Created at OP Comics & Games
Nov 2024 - Present

Brand Creator / E-Commerce Growth & Marketing Lead

- Created and launched Vaulted Rarities from the ground up, including brand direction, product structure, Shopify website, product copy, packaging, graphics, TikTok Shop setup, paid marketing, and live selling systems.
- Built a multi-million-dollar revenue channel by expanding the brand across Shopify, TikTok Shop, livestream selling, paid advertising, email/SMS, and product-driven campaigns.
- Own growth execution across Meta, Instagram, Google, email, SMS, TikTok Shop, Shopify, offer strategy, product messaging, launch planning, and customer-facing sales copy.
- Designed product pages, collection structure, website banners, promotional graphics, packaging/mockups, ad creative, launch assets, and product presentation materials for the full brand experience.
- Created a scalable repack product system with clear tiers, customer-facing odds, branded packaging, and repeatable assets across web, paid ads, TikTok Shop, and live selling.
- Built repeatable workflows for product readiness, listings, pricing, descriptions, assets, offer setup, streamer instructions, inventory prep, fulfillment notes, and sales-channel organization.
- Created graphics and advertisements used to promote product drops, hit cards, giveaways, livestreams, wholesale conversations, email/SMS campaigns, and e-commerce launches.

OP Comics & Games / Cardking47

Santa Rosa, CA
Nov 2024 - Present

E-Commerce, Live Commerce & Digital Marketing Specialist

- Support OP Comics & Games and Cardking47 across e-commerce, TikTok Shop, TikTok livestreams, Shopify, inventory, product setup, content systems, and backend sales operations.
- Built 4 TikTok Shop Seller Centers and 6 TikTok accounts, including account setup, settings, product access, shipping access, streamer permissions, and backend organization.
- Act as second-in-command support for 10+ streamers by creating instructions, troubleshooting TikTok issues, setting up OBS, preparing products, and improving live selling workflows.
- Create Mega Live plans, organize stream products, manage streamer inventory, prepare product flows, and keep selling assets ready across TikTok Shop, Shopify, and livestream channels.
- Handle TikTok Shop backend operations, product listings, seller settings, access permissions, channel setup, operational notes, graphics, content assets, and cross-channel coordination.
- Translate owner, manager, streamer, and fulfillment needs into practical systems that make live commerce easier to run day to day.

Diamond Service Grading

Rohnert Park, CA
Apr 2023 - Nov 2024

Data Entry Specialist / Website, Content & Brand Support

- Maintained accurate grading, order, label, imaging, and quality control information across internal systems while supporting process-focused operations.
- Expanded into content creation, graphics, website updates, and social media, helping modernize DSGGrading across web, Instagram, and TikTok.
- Redesigned website sections and created customer-facing visuals, advertising graphics, social media assets, promotional language, and brand materials to improve consistency.
- Helped shift the company toward a more modern customer-facing presence by combining data accuracy, visual asset creation, content support, and operational consistency.

The Gaming Clinic LLC / TGCSabers

San Rafael, CA
Aug 2021 - Apr 2023

Co-Founder / E-Commerce & Brand Operations

- Co-founded and launched a Shopify-based e-commerce business, helping generate over \$300,000 in revenue within the first year.
- Built and managed the Shopify website, product pages, customer-facing copy, navigation, checkout flow, branding, and customer experience.
- Oversaw product sourcing, overseas manufacturing communication, competitor research, product development, fulfillment, customer service, and daily operations.
- Created advertising graphics, product visuals, brand assets, and customer-facing materials while collaborating with an outside ad agency to support growth and positioning.
- Studied competitors, adjusted product presentation, and supported paid marketing strategy to improve customer trust and online sales performance.

SELECTED SYSTEMS BUILT

MARKETING SYSTEMS

Meta, Instagram, Google, email/SMS, product offers, campaign creative, and sales messaging built around ROAS-focused growth.

STREAMER OPERATIONS

Support for 10+ streamers through OBS setup, TikTok troubleshooting, product flow, inventory prep, instructions, and Mega Live planning.

EDUCATION

Sonoma State University | Bachelor of Science in Business Administration, Management | Rohnert Park, CA

TIKTOK INFRASTRUCTURE

4 Seller Centers and 6 TikTok accounts with backend settings, product listings, permissions, shipping access, and selling workflows.

WEBSITE & BRAND SYSTEMS

Designed or rebuilt Vaulted Rarities, TGCSabers, DSGGrading, and Unique99 with a focus on customer experience and product presentation.