

Robert Barone

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Professional Summary

Creative and data driven e-commerce and growth marketer with over 15 years' experience leading DTC and B2B growth initiatives for top brands such as Microsoft and successfully scaling e-commerce businesses in the CPG, technology, and medical device industries.

Skills & Interests

Platforms: Shopify Plus, Magento, Amazon

Marketing: Paid Search, Affiliates, Email, CRM, Programmatic, Paid Social (Facebook/Meta, Instagram, YouTube)

Tools: Google Analytics, Rockerbox, Optimizely, Hotjar, Klaviyo, Braze, Excel

Technical: Basic HTML, Photoshop

Interests: Investing, Landscaping, Fly Fishing, Guitar, Cooking, Coaching Basketball

Experience

JIMMYJANE

Los Angeles, CA (Hybrid)

(Diamond Products)

Director, E-commerce & Marketing

03/2022 – Present

- Responsible for running the JimmyJane.com e-commerce store with projected revenue of \$1.8MM in 2023.
- In two months, I developed and implemented a new DTC strategy that increased average monthly revenue by 3x two months after taking it over.
- Re-designed the JimmyJane branded store, resulting in a significant improvement in conversion rates and achieving an average ROAS of 6.2 since the relaunch.
- Developed and launched a new customer acquisition plan that included Google ads, influencers, content partners, email, and retail partners.
- Increased repeat purchase rate by 27% through the development of effect CRM strategies, cross-product promotions, and improved customer segmentation.
- Partner with the corporate branding & merchandising teams to manage the digital calendar encompassing all site placements, paid advertising, and e-mails/SMS.
- Built three websites in three months to support parent company Diamond Products \$50MM annual wholesale business.
- Leverage best practices in UX optimization, CRM, to maximize conversion rates, LTV and AOV.
- Create, forecast, and maintain critical digital metric reports and dashboards for traffic and acquisition, conversion, and spending forecasts.
- Business strategy planning, forecasting, budgeting, projections, and executing to meet and exceed business goals and revenue.
- Manage Amazon and online re-seller partners including CVS and Walmart.com.

NUHEARA

Perth, AU (Remote)

Senior Manager, E-commerce & Growth Marketing (Contract)

02/2021 – 02/2022

- Managed a global e-commerce store with ARR of \$20M and digital marketing across seven countries.
- Introduced new digital marketing channels including programmatic ads on audio, podcasts as well as Broadcast Video-on-Demand which resulted in a 50% lift in organic search queries for Nuheara's core product.
- Managed and optimized Amazon to reduce returns by 19% by improving copy, imagery, and customer onboarding.
- Improved ROAS by 2.5x in my first nine weeks by optimizing Meta ads, Affiliates, Google, and Bing.
- Led A/B testing and usability study design and execution for major projects.
- Oversaw website copy and collaborating with merchandizing and design teams to keep the website updated.
- Restructured the E-commerce abandonment email campaigns that resulted in a 4x lift in conversion rate from abandoned users.

GATHERLY.IO

New York, NY (Remote)

Growth Marketing Director (Contract)

06/2021 – 01/2022

- Setup and launched Gatherly's demand generation strategy to acquire and nurture higher qualified sales leads.
- Launched Gatherly's partnership program with three large event planning companies resulting in over \$100K in projected revenue.
- Developed a B2B email lead prospecting initiative that lowered the Cost Per Booked Meeting by 35%.
- Designed and implemented an innovative PLG effort leveraging virtual events to convert idle leads into closed deals which resulted in a ROAS of 3.8x.
- Managed all Google, LinkedIn, Meta and YouTube Paid ads.

PROPELLER HEALTH

San Francisco, CA

Director, DTC Growth Marketing

02/2020 – 01/2021

- Led the development of Propeller's DTC initiative to expand their footprint in the digital health management space.
- Architected mobile growth campaigns for a new connected medical device line that yielded a 28% lift in conversions and 50% increase in qualified users.
- Implemented Propeller's email retention campaigns migrating the platform from Magento to Braze.
- Advised new venture groups within the parent company (ResMed) on price elasticity testing, go-to-marketing plans, and retention strategies.
- Rebuilt the marketing stack to enable the marketing team to implement A/B testing on web and mobile properties, app optimization and integrated email and push campaigns.
- Launched a partnership with CVS to offer Propeller's respiratory products through the CVS.com store.
- Collaborated closely with the data science team to review churn and retention data to make informed decisions on CRM and product optimizations.

iHEAR MEDICAL

San Leandro, CA

Head of E-commerce & Marketing

01/2017 – 03/2019

- Developed and implemented iHEAR Medical's go-to-market strategy.
- Launched iHEAR's E-commerce store on Magento and WordPress growing monthly direct online revenue from \$0 to over \$400K in 9 months.
- Planned and launched user acquisition campaigns that included paid search, social media, mobile, programmatic, email, PR, print, video, and SEO yielding a blended ROAS of 5x in the first six months of launch.
- Hired and managed a multi-functional team of five including marketing managers, developers, and designers.
- Managed iHEAR's Amazon store growing it to \$100K in monthly revenue in three months after launching.
- Forged partnerships with Ameritas Insurance and Willis Towers leading the first-ever hearing solution to be covered by insurance.
- Led the partnerships with CVS, Walgreens, and Cardinal Health to launch the commercialization of in-store hearing solutions. Expanded the distribution to over 3K stores combined.
- Designed and managed the business and marketing analytics framework to increase online store engagement and sales across all channels, a key reason for the success in early revenue growth.

GUESTMOB | VIRGO.TRAVEL

San Leandro, CA

Co-founder

08/2011 – 10/2016

- Developed and launched the first hotel booking mobile app with car sharing scheduling features.
- Scaled and led a cross-functional team from three to fifteen.
- Launched our B2B platform with two hotel travel partners including Kimpton and Constellation Hospitality.
- Increased active users by 45% month to month by integrating the Virgo platform into the reservation systems of over 20 boutique hotels.
- Implemented customer retention campaigns via SMS & push notifications yielding response and conversion rates 2x that of email.
- Worked closely with organizational leadership and board of directors to strategically affect operational direction.
- Designed and managed the business and marketing analytics framework to increase online store engagement and sales across all channels, a key reason for the success in early revenue growth.

UNIVERSAL MCCANN
Manager, Decision Sciences

San Francisco, CA
07/2008 –

06/2011

- A founding team member of the Decision Sciences division which led campaign analytics and business intelligence for client engagements.
- Selected to work on a confidential data science project merging all of Microsoft's advertising campaigns & website data to estimate the potential value of adding E-commerce to Microsoft.com.
- Presented monthly campaign and business analytics reports and recommendations.

MCCANN ERICKSON

San Francisco, CA
02/2006 – 07/2008

Media Planner

- Lead media planner for several B2B and DTC focused Microsoft campaigns including Visual Studio, SQL Server, MS Office, and Xbox.
- Managed lead generation campaigns using paid search, email, affiliate, display, programmatic advertising.
- Supported media buying and planning for Microsoft Office and Xbox campaigns, budgets exceeding \$98M annually.
- Launched one of the first mobile brand campaigns targeting Business Decision Makers illustrating the power and value of Visual Studio.

BUYER LINK

San Ramon, CA
01/2004 – 12/2005

Director, Digital Marketing

- Managed a \$6M annual digital marketing budget driving lead generation for the automotive, real estate and mortgage industries.
- Designed and Implemented Buyer Links analytics framework designed to optimize both campaigns and sales team efficiency.

VICINITY CORPORATION

Palo Alto, CA
12/1998 – 06/2002

Business Development Manager

- Served as both sales and account management for key clients.
- Generated over \$1MM in incremental revenue through product development initiatives with major clients including Gap, Inc., Marriott Intl., and Toyota.

Education**UNIVERSITY OF ARIZONA**

Tucson, AZ

Degree, Master of Finance
Graduation Date: 2003

THE OHIO STATE UNIVERSITY

Columbus, OH

Degree, BS Economics
Graduation Date: 1998