

Aaron Hoffman

E-COMMERCE MANAGER

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Objective

Passionate and versatile WordPress developer/designer with over 10 years of experience in digital design and development. Committed to sustainability and excited about the opportunity to refresh Green Seal's brand presence. Skilled in front and back-end development, WordPress site development, and enhancing user experience while preserving brand identity. Adept at problem-solving, clear communication, and project management in fast-paced environments.

Experience

Cooler Master | E-Commerce Manager

May 2022 - Present

- Managed the US region website using Shopify, optimizing functionality and improving user experience.
- Implemented technical SEO strategies to enhance website performance and increase organic traffic.
- Collaborated with cross-functional teams to align digital strategies with corporate sales and marketing goals.

Gorilla Gadgets | E-Commerce Manager

January 2021 – May 2022

- Redesigned their Shopify website, resulting in increased sales and improved customer experience.
- Utilized Semrush to inform marketing strategies and enhance ROI.
- Collaborated with internal teams to develop and execute digital marketing campaigns.

Green Zebra Media | Graphic & Web Designer

February 2019 – January 2020

- Designed and developed websites using WordPress, contributing to improved SEO and customer engagement.
- Created visually appealing marketing materials to support sales initiatives.

Blind Squirrel Games | Graphic Designer

March 2017 – January 2019

- Created UI/UX designs and marketing assets for online game titles, contributing to increased user engagement and sales.
- Collaborated with developers and marketing teams to align design strategies with business objectives.

Incredible Marketing | Graphic & Web Designer

May 2015 – January 2019

- Designed and optimized landing pages and digital marketing assets, resulting in improved conversion rates.
- Assisted in filming and editing promotional videos to enhance brand visibility.

ChargeAll | Graphic Designer

April 2014 – March 2015

- Developed promotional materials and managed e-commerce website using WordPress.
- Attended conventions and events to promote company products and services.

Egghart Consulting | Graphic Designer

June 2012 – March 2014

- Designed print and digital promotional materials to support marketing campaigns.

Education

Full Sail University, Bachelor of Arts

2014

Major: Digital Cinematography

Skills & abilities

- Front-End Development: HTML/CSS, JavaScript
- Back-End Development: WordPress
- Responsive and Mobile-First Design
- User Experience Enhancement
- Brand Identity Preservation
- Project Management
- Technical SEO Optimization
- Google Analytics and Tag Manager
- Strong Problem-Solving Skills
- Clear Communication
- Customer Service Oriented
- Shopify
- WooCommerce
- SQL