

Lukasz Waszczuk

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eCommerce Manager & Digital Marketing Strategies

Highly motivated team leader with 16 years of experience in project management, web development, search engine optimization (SEO), search engine marketing (SEM), analytics, email marketing, social media marketing and video production.

Detail oriented to analyzing and identify operational and marketing opportunities, while staying current with new eCommerce environments and technologies.

Project Management | Web Design & Development | Digital Marketing | Video Production

Professional Experience

Freelance - Broadview Heights, Ohio / 08.2018 - Current

eCommerce Manager / Web Developer

Specialize in new eCommerce site integration, re-platforming, updates and management. Utilizing content management systems, SEO, UX, digital media production and web development solutions in the consumer retail (B2C) and business to business (B2B) industries.

- Project management and deployment of eCommerce & content management websites in Magento Enterprise, Shopify, WooCommerce & WordPress.
- Developed SEO strategy, site audits, conversion tracking and website reporting.
- Integrated existing and new client platforms to Multi-Channel and Omini-Channel environments.
- Manage production of digital assets - photography, graphics, content and video.

HSN | QVC | Improvements Catalog, Maple Heights OH / 11.2011 - 08.2018

eCommerce Front-End Developer / Video Production Manager

Managed eCommerce projects in IBM WebSphere and was responsible for homepage, category and landing page updates, site monitoring, user support and technical SEO. Acted as a Director of photography by managing a team for multi-channel brand that specialized in home decor and home improvements products.

- Managed migration of a company blog to a WordPress platform, enabling easier site management and user experience for creative and operational teams; while doubling search engine traffic and SERP.
- Managed integration of Google Analytics and Google Analytics 360 into IBM WebSphere. Built custom reports, user dashboards; which enabled better analytics reports and easier campaign tracking.
- Tested and supported website tracking codes in Signals and Google Tag Manager, allowing campaign tracking for various marketing channels for targeting new and existing customers.
- Served as project initiator and manager for in-house video production and video marketing strategy, reducing cost on video production and production of over 450 product videos with an increase in product sale conversion by 10-15%.
- Managed and supported A/B and multivariate testing campaigns using Monetate personalization platform, aiding with testing new website designs, targeting specific user demographics.
- Project manager on mobile website re-design, implementation and testing for smartphone and tablet devices using Mobify platform and Bootstrap development framework. Enhanced website presentation, speed, navigation for mobile users and created coherent updates for desktop and mobile platforms.

Suarez Inc., North Canton, OH / 05.2007 - 11.2011

eCommerce Manager & Developer

Managed development, design and digital marketing strategies for \$250 million eCommerce business. Superintended over 50 WordPress sites and 12 large Magento eCommerce Enterprise websites. Conducted technical audits, developed project operational requirements, outlined tasks and tracked project progress.

- Managed multi-website integration and adeptness to run eCommerce websites on single platform, which reduced operational costs, upgrade and development by re-platforming from osCommerce to Magento Enterprise.
- Developed email marketing strategies, SEO and SEM campaigns, which increased online business by 20%-30% every year and organic revenue by 102%.
- Integrated Google Analytics into company eCommerce system, created reports, dashboards and developed guidelines for marketing teams to integrate into a daily reports.
- Served as manager on migration of all static informational websites into WordPress platform, enabling easy site execution and updates for marketing, design and merchandising.

1-800-Gourmet, Cleveland, OH / 05.2005 – 05.2007

Digital Marketing Manager

Managed digital marketing strategies for a B2C online gourmet startup and online gift basket company.

- Optimized web presents with extensive SEO and link building.
- Managed web content, print materials, product photography and videos.
- Designed and developed promotional material for eMail marketing campaigns. Distributed emails and measured performance and analyzed for KPIs.
- Managed A/B split and multivariable tests and customized UX.
- Backend developed in ASP.Net and PHP

RPM International Inc., Medina, Oh / 01.2003 – 05.2005

Classic ASP / VBScript Developer / Web Designer

Designed and developed intranet ERP applications and corporate websites for RPM's sister companies.

- Designed graphics in Photoshop and Illustrator for websites and print.
- Coded backend applications using Classic ASP, VBScript, HTML and CSS.

Cuyahoga Community College, Cleveland, Oh - 05.2002 – 12.2002

Multimedia Designer

- Designed and developed Interactive CD-ROM in Macromedia Director using Lingo script language with audio and video presentations for Tri-C Faculty Symposium.
- CD-ROM was mass-produced and distributed to all college faculty members and also presented at the National League College Conference.

Education

The University of Akron – Akron, OH

Bachelor of eCommerce Management & Minor in Information Systems Management.

Cuyahoga Community College – Parma, OH

Associates of Technical Studies in eCommerce Project Management

Associate of Applied Business Degree in Visual Communication & Interactive Multimedia.

Skillsets

eCommerce & CMS: IBM Websphere, Magento 1 Enterprise, Magento 2 Enterprise, WordPress, WooCommerce, Drupal, Shopify, Squarespace. Google Cloud, Amazon Web Services, Digital Ocean, Docker.

Project Management: Basecamp, JIRA, Trello, Zoho Projects, Microsoft Project, Monday, Omnigraffle, OmniPlan, Microsoft Visio, Microsoft Office 365, Dropbox Business, G Suite.

Analytics: Google Analytics 360, Adobe Omniture, CrazyEgg, HotJar, WebStats, WebTrends, Signals Tag Manager, Google Tag Manager, Google Data Studio.

SEO & SEM: Monetate, SEMrush, SEOMoz, MailChimp, VerticalResponse, Constant Contact, ExactTarget, Cheetahmail, WebPosition, SEO PowerSuite, Google Webmaster Tools, Google Ads, YouTube, Vimeo, bit.ly, Google Search Console.

Multi-Channel Retail & Marketing: Amazon, Facebook Business, Instagram, eBay, Google Shopping, Houzz, Pinterest, Mobify.

Script & Markup: HTML, CSS, SASS, LESS, MJML, Bootstrap, PHP, JavaScript, SQL, Classic ASP.s

Social Media: Facebook Developer, Facebook Ads Manager, Facebook Pages, Facebook Business, Instagram, YouTube Channel Management, Vimeo Business.

Other Software: Google Web Designer, Sketch, CSSEditor, Espresso, Coda 2, Brackets, Atom, Sublime Text, Chrome Dev Tools, Macaw, Adobe Dreamweaver, Adobe XD.