

Damien Fortune

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WORK EXPERIENCE

Sole to Soul Footwear

Jul. 2020 – Present

Director Of Ecommerce

Calgary, AB

- Sole to Soul Footwear is a Canadian owned and operated footwear retailer with a focus on orthopedic footwear.
- As Director Of Ecommerce, I oversee our core omni-channel sales strategies, online growth and scaling, digital marketing, and business technology solutions.
 - Over 200% online revenue growth in the past 2 years of operation.
 - Reduced cost of acquisition by over 50%.
- Leverage data analytics to understand and optimize the customer journey with site and marketing content.
- Monitor and report on key performance indicators / measures success for the core shopping funnel on shop.soletosoulfootwear.com.

JUUL Labs

Jul. 2019 – Jul. 2020

Omni Channel Sales Manager

Calgary, AB (Remote)

- As an Omni Channel Sales Manager I collaborated on the development and implementation of strategy to drive business growth in the retail, digital, and shop-in-shop channels.
- Partner with cross-functional teams in marketing, legal, product, retail, and Ecommerce to ensure the best possible customer experience is achieved.
- Provide on-going strategic and analytical insights on industry, customer, shopper and marketplace trends to support channel strategy.

United Parcel Service (UPS)

Aug. 2016 – Jul. 2019

Final Mile Operations Supervisor

Calgary, AB

- Assess final mile delivery routes and optimize based on data, forecasted volume, and workforce planning.
- Identify operation process improvements, increase efficiency and productivity to achieve targets and key operational metrics.

EDUCATION

Athabasca University

May 2019

Bachelor of Commerce Major in Business Technology Management

Calgary AB

SKILLS & INTERESTS

- **Skills:** Brand Development & Advertising; Data analytics; Search Marketing: SEO & PPC; Email Marketing; Web Design & Development; Social Media (Paid & Organic); Website Design & Development; Conversion Rate Optimization; Copywriting (Ad, Web, & Product); Logistics (3PL, air, & ground); Graphic Design; A/B testing & campaign optimization; Sales Channels (Retail, Wordpress, Shopify, and Amazon);
- **Interests:** Long Distance Running; sustainability; house plants; yoga; traveling; nutrition; climbing;