

# Sean Miller

949-212-1332 | [hello@seanmlr.com](mailto:hello@seanmlr.com) | [LinkedIn](#) | [Web](#)

## Digital Marketing | CRM Management | Development | Ecommerce

Experienced in online marketing, CRM management, and ecommerce development. Responsible for driving \$4,800,000 in email remarketing GMV per year while working with Vivino. Proven track record developing and executing customer acquisition and retention strategies while working with clients for TRFK and Streetbee. Skilled in HTML, CSS, JavaScript as well as various other web technologies and applications. Adept at learning on the job and quickly identifying the requirements of a given project. Self-motivated and able to analyze problems to find solutions. Comfortable communicating with team members, stakeholders and clients to efficiently achieve goals.

**Core Competencies:** CRM Management, Customer Journeys, Digital Marketing, Ecommerce, Web Development, Data Analysis.

**Technical Skills:** Klaviyo, Braze, Simon Data, HubSpot, HTML, CSS, JavaScript, G-Suite, Slack, Asana, ClickUp, Shopify, WordPress, Microsoft Office (Word, Excel, PowerPoint), Facebook Business Manager, Google Analytics.

---

## PROFESSIONAL EXPERIENCE

---

### CRM Specialist

2022

VIVINO, INC., SAN FRANCISCO, CA

Owned email, SMS, and push marketing campaigns for Vivino's Brazilian and Canadian markets. Responsible for making data informed decisions and recommendations to optimize and maintain a healthy customer lifecycle. Developed an expert-level understanding of internal lists and customer/product data structures to maximally optimize segmentation and audience targeting. Maintained quality assurance standards working with copy, creative, product, and dev teams to swiftly coordinate resolutions. Actively monitored KPI's for all campaigns and reported weekly to stakeholders.

- Spearheaded transition to updated send cadences and segmentation in response to changing post-covid consumer habits.
- Planned and executed A/B testing for "at risk" customer retention strategies across multiple markets resulting in statistically significant results.
- Coordinated with dev team to successfully customize, proof and deploy global template updates to Brazil and Canada resulting in improved user engagement through targeted product placement.

### Technical Administrator

2018 – 2022

TRFK DATA SCIENCES, ORANGE COUNTY, CA

Developed end to end marketing pipelines for ecommerce, direct sales and B2B businesses. Responsible for testing and maintaining landing pages, CRM integrations, and data tracking across all pipeline stages. Worked with inbound marketing team to research and propose new growth strategies utilizing iterative A/B testing data to analyze and prove results. Managed and designed automated customer retention flows utilizing email and SMS.

- Developed data-driven marketing pipelines and retention strategies delivering consistent year over year growth.
- Performed data analysis to identify pinch points in existing pipelines and proposed successful solutions.

### Ecommerce Developer

2014 – 2018

STREETBEE MARKETING & DESIGN, REDLANDS, CA

Delivered high quality and intuitive ecommerce web stores utilizing Shopify and WordPress CMS platforms. Supported advertising and BI with reliable analytics and ad tracking scripts. Developed data feed integrations and filtered lists for ad retargeting. Fostered brand identity with consistent design language and UI behavior. Performed SEO site audits and optimized search ranking through keyword research, page optimization and written blogs.

- Seamlessly piloted the migration of large PHP based web stores to modern CMS platforms.
- Implemented and maintained reliable conversion tracking and analytics dashboards.
- Managed and maintained copy, creative, and UX for large product inventories.