

28356 Oakmonte Cir E  
New Hudson, MI 48165  
313-320-7751  
bryan.sternfels@gmail.com

# BRYAN STERNFELS

SPECIALIZING IN ECOMMERCE,  
DIGITAL MARKETING AND DESIGN

## PROFILE

I am a highly efficient and creative person that always strives for new ways to innovate. I have a great passion for eCommerce management, digital marketing, and UI/UX design with a demonstrated history of working in both B2B and B2C communities. Utilizing the latest techniques in analytics, I strive to provide businesses with accurate data to help grow and expand their goals and needs..

### Highly Skilled:

Adobe Photoshop  
Adobe Dreamweaver  
Adobe Premiere Pro  
Adobe InDesign  
Adobe Acrobat  
Microsoft Office / Office 365  
Google AdWords and Analytics  
SEO  
SEMrush  
Digital / Email Marketing  
A/B Testing  
Shopify  
Magento / Adobe Commerce  
WooCommerce  
Amazon Marketplace & A+ Content  
Paid Ads (Social and Google Ads)  
HTML5, CSS3, Bootstrap  
WordPress  
Joomla  
Responsive Design  
UI/UX Design  
Graphic Design  
Product Content Management  
JavaScript, asp.net, php  
Implementation  
Videography  
Photography

## ARGENT TAPE & LABEL / INTERNATIONAL

### Web Design & Marketing Specialist

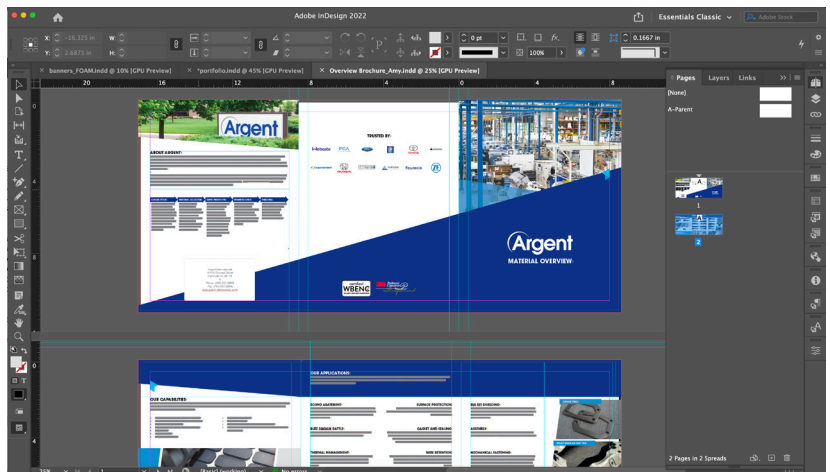
2020 - 2022

Both companies are primarily automotive based, with smaller verticals in food and beverage, medical and industrial. Initial objectives were to re-build both sites to utilize the latest WordPress and WooCommerce platforms. Securing both sites with the latest technology and SEO best practices, I raised their Google Page Speed score from 5 to 85 and above.

With email marketing, digital marketing and print collateral, I was able to update their brand identity and create cohesive brand messaging to continue marketing efforts into the future.

I developed multiple strategies to increase traffic to both sites by introducing a SEO program and updating their eCommerce platform. By working with 3rd party developers, I started to create a product design tool to allow customers to upload custom artwork and print their own labels.

Other duties included google analytics, reporting, product photography and short video clips showcasing both companies' capabilities.



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## REFERENCES

### Jill Metz

(616) 821-7552  
Colleague

### Joe Koch

(248) 943-5083  
Colleague

### Kevin Guralewski

(313) 402-5155  
Professional Acquaintance

## EDUCATION

### Specs Howard School of Media Arts

19900 W. Nine Mile Rd. #100,  
Southfield, MI 48075

*Degree in Video Broadcasting*  
*Graduated 2002*

### Thurston High School

26255 Schoolcraft Ave, Redford  
Charter Twp, MI 48239

*Graduated 2000*

## GREY OWL CREATIVE

### Owner / Freelance

2015 - 2021

I started my own company to provide local businesses an easy way to have an online presence. I used eCommerce platforms such as BVCommerce, Opencart, WooCommerce, Shopify and Magento as well as Wordpress for CMS. Combined with designing and maintaining each client's website, PPC advertising and SEO management was also a priority.

I managed multiple clients' analytic platforms as well as digital marketing through multiple social networks, Google Ads and A/B testing.

With managing and executing multiple clients, I grew my expertise and knowledge of small business management. This allowed my skillset to grow in understanding small business needs and requirements.

All hosting and domain management was maintained by myself..

## LYNN MEDICAL

### eCommerce Manager

2017 - 2020

Lynn Medical used a proprietary eCommerce platform connected to their customized ERP. I created a Digital Asset Manager (DAM) to collect product content for the launch of a new eCommerce site. Other duties included launching static and dynamic WordPress sites to showcase specific products, site analytics and provide reports through their ERP system.

I also managed product content on Amazon's B2B marketplace, eBay listings and limited campaigns through Google Ads and various social networks.

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## MEDSUPPLIER CORP

### eCommerce Manager

2003 - 2015

MedSupplier Corp was a family owned business. I created a 5 page static website in 1998. In 2003 there was a great need to have an eCommerce presence in the healthcare industry.

My objective was to provide a revolutionary experience for healthcare professionals to purchase their medical equipment and supplies online. Within a few years the website had gained over \$5 million in sales from organic and paid listings.

My daily activities included product content management, PPC advertising, digital marketing, graphic design for web and print, SEO and sales analytics. Although my primary responsibility was for the front end of the website, I also worked closely with developers on the back end to develop new strategies in the B2B and B2C marketplace.

As the website grew, I managed multiple content managers and marketers to lead to the growth and success of the company. Through reports in Excel, Google Analytics and other various other platforms, I was able to meet company goals as well as set KPIs for future growth.

