



JUSTIN PHILLIPS

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SENIOR ECOMMERCE MANAGER

PROFILE

I am an experienced and knowledgeable Senior Developer & eCommerce Manager living in Charlotte, NC. I take pride in my family and career, as well as my service in the US Navy. I am passionate about digital commerce, and currently actively guide teams of skilled developers and department leaders to maintain and enhance the company's brand in every way that we can.

EXPERIENCE

SENIOR ECOMMERCE MANAGER

2023 - 2024 | Anisa International – Atlanta, GA

- Responsible for supporting the growth of all DTC e-commerce brands through management of website operations, production, merchandising and day-to-day executions with the ultimate goal of driving traffic and increasing sales across all DTC platforms.

2019 - 2023 | Urban Skin Rx - Charlotte, NC

- Responsible for overseeing our team of developers and implementation specialists in all stages of web-related projects to maintain and enhance the brand. Includes Agile practices and delegation as well as cross-departmental and third-party interactions. Heavily involved in SEO, product planning, QA, reporting, and hands-on deployment.

2015 to 2019 | InMotion Hosting – Virginia Beach, VA

- Involved in creation, maintenance, and updates to products under the InMotion Hosting and BoldGrid brands using WordPress. Commonly used languages were HTML, CSS, Javascript, Twig, and PHP. Utilized cPanel and MySQL as well. Execution via sprints and story planning.

2011 to 2015 | United States Navy – Norfolk, VA

- Tasked with operating, troubleshooting, repair, and maintaining electrical and electronic equipment related to sonar aboard a mission capable nuclear submarine as well as other national defense duties as required.

SENIOR DEVELOPER / ECOMMERCE MANAGER

LEAD FRONT END DEVELOPER

SONAR TECHNICIAN (SUBMARINES)

SKILLS TECHNICAL

SOFT

- Shopify, WordPress, HTML, CSS, PHP, JavaScript, Liquid, Cross-Browser Compatibility & Responsiveness, Accessibility & Best Practices (ADA), UI/UX, APIs & Framework Integrations, Git, Node/NPM, Adobe Suite, Figma, JIRA, Monday.com, Microsoft Suite
- Project Management, Leadership & Mentoring, Agile/Sprint Methodologies, Strong Communication, Quality Assurance, Time Management, Problem Solving, SEO, AB Testing, Analytics & Reporting

RECENT WORK

- Directed large-scale migrations of multiple Shopify themes to 2.0 framework.
- Led projects to enhance site speed and scoring, with successful passing of Core Web Vitals and addition of rich results throughout site.
- Completed migration of GA4 migrations, Hotjar integrations, and tag management setup for multiple brands.

EDUCATION

ASSOCIATES DEGREE COMPUTER SCIENCE

2006 | Associates Degree - Computer Science
Greenville Technical College - Greenville, SC