

# Jason

## E-Commerce & Marketplace Specialist

Cape Town, South Africa

**ROOCRUIT**

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### PROFESSIONAL SUMMARY

E-commerce and marketplace specialist with over 8 years of experience scaling global brands, optimising marketplace performance, and enhancing customer engagement across Amazon, Shopify, and Direct-to-Consumer (DTC) platforms. Proven track record in product management, leading cross-functional teams, and implementing AI-driven analytics to boost operational efficiency and profitability. Skilled in leveraging data-driven pricing strategies and automation solutions to significantly enhance product visibility and revenue growth.

### KEY SKILLS

- Product Lifecycle Management & Roadmapping
- Amazon Seller Central & Vendor Central
- E-Commerce & Multi-Channel Sales Strategy
- SEO, PPC & Performance Marketing
- Process Automation & Workflow Optimisation
- Advanced AI Tools & AI-Driven Analytics
- No-Code Development (Airtable, APIs)
- Agile & Scrum Methodologies
- Financial Analysis & Pricing Strategy
- Cross-Functional Team Leadership

### PROFESSIONAL EXPERIENCE

#### GTM & Product Strategy Advisor

Feb 2024 — Jan 2025

### *Specialist Martech & Consumer Brand Consultancy*

- Developed and executed go-to-market strategies, successfully launching a consumer brand into the US Market.
- Led detailed financial analysis, identifying operational inefficiencies and achieving a 15% cost reduction with increased profit margins.
- Managed product strategy for a Martech company, achieving a 20% uplift in user acquisition and increasing outbound leads by 150%.
- Advised senior management on growth strategies aligned with product and business objectives.

### **Team Lead: New Product Launches**

Feb 2023 — Nov 2023

#### *Major European E-commerce Brand Aggregator*

- Managed end-to-end product lifecycles for 1000+ SKUs across global marketplaces, improving launch timelines by 25%.
- Executed comprehensive GTM strategies including PPC and pricing tactics for a €100M+ portfolio, driving a 30% sales increase within four months.
- Collaborated cross-functionally with marketing, logistics, and operations to streamline inventory management, significantly reducing stockouts.
- Implemented analytics-driven strategies to boost product visibility and achieve sustained top-tier Amazon category placement.

### **Head of Marketplace**

Apr 2022 — Jan 2023

#### *Global E-commerce Solutions & SaaS Provider*

- Led product strategy and execution for a SaaS product, achieving profitability within four months and increasing client revenues by 60%.
- Established strategic partnerships with global e-commerce platforms, expanding the client base by 35%.
- Optimised pricing and bundling techniques, improving Average Order Value (AOV) by 29%.
- Reduced marketplace costs by 36% through automated processes and workflow optimisations.

### **Marketplace Manager**

Sep 2021 — Apr 2022

#### *Global E-commerce Solutions & SaaS Provider*

- Managed marketplace product optimisation, increasing average client sales by 42%.
- Conducted product launch evaluations to improve feature development and positioning.
- Implemented workflow automation leading to a 29% reduction in client operational costs.

Sep 2018 — Apr 2022

## Director

### *Direct-to-Consumer (DTC) E-commerce Venture*

- Founded and scaled a DTC e-commerce business, overseeing all aspects of product strategy and customer experience.
- Deployed inventory management automation, reducing operational errors and overheads by 20%.
- Increased operational efficiency by 25% through targeted automation initiatives.
- Managed end-to-end operations from procurement and distribution to retention strategies.

## Head of Valuations & Analytics

Jan 2018 — Sep 2018

### *PropTech & Real Estate Analytics Firm*

- Designed and launched a residential property valuation platform with 93% accuracy.
- Enhanced platform conversion rates by 35% through data-driven marketing and product enhancements.
- Provided actionable insights to sales teams, improving customer engagement and deal closure rates.

## EDUCATION

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### **Bachelor of Business Science** | University of Cape Town

Double Major in Finance & Economics

## CERTIFICATIONS

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- Airtable Builder Certification (2024)
- Introduction to Web APIs (LinkedIn)
- Introduction to Databases (Makerpad)
- Learning Rest APIs (LinkedIn)
- SQL Essential Training (LinkedIn)
- Parsehub Web Scraping Certification
- Airtable Basic to Intermediate (Udemy)
- No-Code Solutions for Websites & Apps
- E-commerce Pricing Certification (Prisync)

## LANGUAGES

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**English** (Native)   **Afrikaans** (Professional)

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