

TORRY MORGAN

323 | 977 | 9299 tm@torrymorgan.com

ECOMMERCE DIRECTOR AND DEVELOPMENT PROFESSIONAL

I am driven, detailed and goal oriented in eCommerce design and brand development, with extensive experience in all aspects of eCom operations. Proven leader with expertise in developing online brand presence, strategic target and retarget marketing with progressive results that only numbers can define.

SPECIALTY Leads eCommerce and technical teams to create solutions for brand initiatives.

PROFESSIONAL SKILLS / EXPERIENCE

- Optimize team productively to develop complete end-to-end Magento eCommerce solutions.
- Provides proven online strategies for optimal customer acquisition and retention.
- Analyze customer data for results driven direct target and retarget marketing.
- Effectively optimize Site and page SEO for maximum organic reach.
- Explores movements in technology to stay ahead of current market.
- Research opportunities to streamline day-to-day operations.
- Expert product, lifestyle photography, and Adobe Suite skills.

ROCKSTAR CRISIS - ECOMMERCE MANAGEMENT / DEVELOPMENT / SEO

2013 – PRES

Launched Direct-to-Garment Print for online private sale concept.

Designed and directed implementation process end-to-end for Magento Multi-store.

Produced all marketing campaigns and materials for email and web engagement.

Directed Design, development, sales, and manufacturing.

Produced all product and lifestyle photography.

rockstarcrisis.com

BLUE SPHERE INC.-

2011 – 2013

LUCKY 13/GREASE GAS AND GLORY- ECOMMERCE CONSULTING / DEVELOPMENT / SEO

Managed design and technical teams for eCommerce (Magento) platform downgrade.

Reduced yearly platform cost of \$17k (Enterprise Edition) to \$0 (Community Edition).

Negotiated contracts for back end integration and marketing partners.

lucky13.com

GREASE GAS AND GLORY – ECOMMERCE CONSULTING / DEVELOPMENT / SEO

Managed design and technical teams for eCommerce X-Cart to Magento platform migration.

Implemented new multi-store environment, data mining, and staff training.

Negotiated contracts for back end integration and marketing partners.

greasegasandglory.com

BLANK GENERATION LLC. – WEB DEVELOPMENT & PHOTOGRAPHY

2010 – 2011

IRON FIST CLOTHING / ABBEY DAWN by AVRIL LAVIGNE

Implementation / migration of new eCommerce (Magento Enterprise) multi-store.

Provided in depth data analysis and return on spend breakdown maximizing profit margin.

Managed all aspects of product photography, image editing/tagging for wholesale and web.

Negotiated contracts for back end integration and marketing partners.

ironfistclothing.com

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2008 – 2010

DEFIANCE USA INC.–

OPERATIONS MANAGER / WEB DEVELOPMENT / MARKETING / PHOTOGRAPHY

ENGLISH LAUNDRY / JIMI HENDRIX CLOTHING / FENDER CLOTHING / CHARLIE SHEEN SHIRTS

Repositioned online brand identity resulting in a 300% + sales increase in 3 mos.

Streamlined day-to-day operations to a 600% + reduction in overhead.

Responsible for early groundbreaking Adam Carolla ad campaign.

Introduced new aged marketing, and rev-share management.

Managed / produced all aspects of product and lifestyle photography.

WEB MANAGEMENT & PHOTOGRAPHY

Produced / managed all aspects of product and lifestyle photography, archival and editing.

Managed all marketing campaigns and materials for email and web engagement.

Managed B2B and B2C website coding & daily maintenance.

globalrebels.com

PORTFOLIO | torrymorgan.com

IN PROFILE | linkedin.com/in/torrymorgan

EDUCATION

CERTIFICATE PROGRAM – Web Development – LAS POSITAS COLLEGE – LIVERMORE

VOCATIONAL STUDY – Recording Arts – LOS MEDANOS COLLEGE – PITTSBURG

VOCATIONAL STUDY – Web Animation – EVERGREEN COLLEGE – SAN JOSE

VOCATIONAL STUDY – Cinematography – GLENDALE CC – GLENDALE



Launched Affiliate Program							Annual Peak Site Revenue	
Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
\$ 13,591	\$ 50,678	\$ 91,109	\$ 107,947	\$ 164,027	\$ 157,660	\$ 143,997	\$ 243,171	\$ 321,925

