

Gavin R. Baker

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Experience

Chief Executive Officer / Abunga.com / February 2008 – Present

- In 2008, implemented ecommerce and marketing strategies that resulted in double-digit month-over-month growth in Q3 and Q4. Yearly revenue growth of 716% from Q1 to Q4 2008 and 170% from Q3 to Q4.

- Led operations and provided strategic direction with both top and bottom line responsibility, including marketing and site software oversight. Responsible for general management of the company; directed CTO, CMO and Accounting Manager. Maintained an open dialogue with the board and ownership partners. Networked to identify and forge strong business relationships and partnerships.

- Integration of Third Party Seller sales platform, site accounting system, and implementation of systems for loss prevention and customer service boosting both employee efficiency and customer satisfaction.

Chief Marketing Officer / Abunga.com / October 2007 – January 2008

- Led design, testing, and implementation of full site redesign of Abunga.com, resulting in sales increase of 200% and enhanced site usability, implementation of a stable front-end platform required less updating and maintenance resulting in a decrease of IT time and resources requirements

- Launched public blog and executed corporate blogging strategy with an emphasis on brand building by posting about the company, as well as ancillary posts and offerings to promote customer engagement; resulting in over 25 posts and 3,000 visitors in 2 months

- Managed design and development of all Internet ad creative, resulting in quality ads that have an average click-through rate of 0.15% and doubled unique visitors during ad campaign

Office Manager / Abunga.com / August 2007 – October 2007

- Implemented project management software, resulting in a decrease of time spent company wide required for tracking and managing projects and increased collaboration on cross-discipline projects

- Created customer service process, resulting in overall decrease spent on customer service issues allowing IT department greater speed of deployment of site updates and improvements

- Supervised five MBA internship projects: revised shipping pricing resulting in decreased loss per sale by 50%; acquisition of 100 additional non-profits a 10x increase over previous non-profit list, resulting in an increased giving base and increased site membership; enhancement of non-profit promotional program, increasing non-profit promotional engagement by 25%

Marketing Assistant / Abunga.com / May 2007 – August 2007

- Researched competitor usage of Google advertising and proposed areas for aggressive targeting, resulting in greater effectiveness of Google AdWord budget

- Implemented and managed Internet affiliate marketing program, resulting in a doubling of sales and ROI of 150%

Computer Technologies

Operating Systems - Macintosh OSX and Windows XP/Vista

Applications - Microsoft Office Suite, Apple iWork Suite, Adobe Creative Suite CS3 (working knowledge)

Web Applications - Google Analytics/AdWords, 37signals Basecamp, Wordpress

Education

B.S. Business Administration - Cum Laude, May 2006, Messiah College, Grantham, Pennsylvania

References

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