

William Ware

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[Design Portfolio: https://waredesignportfolio.com/](https://waredesignportfolio.com/)

E-Commerce and Digital Marketing Leader

Growth-focused marketing and e-commerce professional with experience scaling omnichannel brands across Amazon, Walmart, Shopify, retail, and direct-to-consumer channels. Combines creative production (photography, design, content) with marketplace strategy, SEO, merchandising, and performance optimization.

Areas of Expertise

- Amazon Seller Central
- Walmart Seller Center
- Klaviyo E-mail Marketing
- Shopify & App Ecosystem
- Product Launches
- YouTube / Video Editing
- Graphic Design
- AI Tools & Workflow
- Social Media

Professional Experience

Little Partners | Director of Marketing | 2023 to Present

- Own the omnichannel revenue plan and forecast across Amazon, Walmart, Target, Shopify, Wayfair, Etsy, and Faire, reporting weekly performance to the President and COO.
- Lead Amazon Ads and Amazon DSP strategy, execution, and A/B testing, optimizing ROAS, CAC, and contribution margin by campaign and audience.
- Lifted conversion rate by 15% year over year by running a structured testing and CRO program across PDPs, imagery, video, and SEO, prioritizing tests by expected impact and effort.
- Grew sales by 18% in the first quarter by rebuilding catalog imagery, video, and SEO across marketplace listings.
- Plan and execute the promotional calendar for Prime Day, Way Day, and Black Friday, coordinating creative, inventory, pricing, and ad spend across channels.
- Built retention and lifecycle programs in Klaviyo, including abandoned cart, new product launches, and price promotions, driving 20% to Shopify revenue.
- Improved Shopify conversion and AOV by implementing reviews, UGC, and cart optimization tools.
- Led cross-functional product launches with manufacturing, creative, and sales, including the EZ Fold 'N Grow Learning Tower® placement in Target and Walmart, and produced the retail presentations that supported it.
- Direct product photography, packaging design, and in-store merchandising assets, translating performance learnings into creative direction.

Berkshire Hathaway, Fox & Roach | Realtor / Marketing Associate | 2017 to 2023

- Built and maintained client and lender relationships supporting residential sales growth.
- Developed data-informed marketing campaigns that increased client engagement by 50%.
- Conducted market analysis to support pricing, investment decisions, and improved client outcomes.
- Increased listing visibility by 40% through targeted digital marketing and promotional initiatives.

Dealer Specialties | Market Manager | 2007 to 2017

- Managed regional sales performance and coached account teams on sales execution and product adoption.
- Delivered monthly training sessions focused on new offerings, visual selling techniques, and customer acquisition.
- Improved operational efficiency through route optimization and sustainability initiatives.
- Leveraged Salesforce CRM to manage pipeline reporting and strategic planning.
- Surpassed regional sales goals by implementing incentive programs that increased prospect generation.
- Expanded regional coverage through recruitment and onboarding of additional representatives.

Education

Bachelor of Science in Mass Communication | Towson University, Towson, MD