



RUSSELL SHEARER

EXPERIENCE

Whistle Labs

Whistle is the industry leader in subscription pet wearables for health, activity, & GPS tracking.

Marketing Technology Lead, Ecommerce & Email

August 2016 - Present

- Leading the end-to-end integrated strategies for Whistle's CRM (Iterable), CMS (Webflow), and Ecommerce storefront (Shopify).
- Develop programs & lead production for subscription customer email campaigns including abandoned cart, feature and product launches, refer-a-friend, product reviews, and customer database management & personalization
- Maintain & optimize whistle.com and shop.whistle.com by managing cross-functional KPIs, web & SEO best practices, platform analytics, and a/b testing.

Inkling

Inkling is a B2B SaaS e-publishing platform for employee management and training.

Technology Lead, Marketing

July 2015 - August 2016

- Build and maintain inkling.com (Wordpress) and related B2B landing pages to support marketing campaigns for feature launches, webinars, and conferences.
- Create & manage email prospect lists and email programs related to Marketing and Sales initiatives.
- Implemented A/B testing and web optimization best practices.

Front-end Developer & Designer

January 2014 - July 2015

- Lead developer / project manager for JavaScript widgets with primary focus on responsive design, cross-browser & ePub support.
- Provide technical strategy, wireframes, and UX platform & website solutions.

Goodby, Silverstein & Partners

GS&P is an award-winning digital advertising agency.

Interactive Creative Developer

June 2012 - December 2013

Evolution Bureau

Junior Interactive Developer

June 2011 - June 2012

Raytheon Polar Services

Antarctica Contractor, McMurdo Station

August 2010 - March 2011

EDUCATION

Bachelor of Environmental Design

University of Colorado at Boulder, School of Architecture

August 2006 - March 2010

ABOUT

I am a creative and technical team leader focused on ecommerce, website, and email technology. I lead projects from technology selection & implementation through strategic planning & program optimization.

CONTACT

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INDUSTRY EXPERTISE

Abandoned Cart

Analytics

Conversion Rate Optimizaion

Consumer Hardware

Customer Referrals

Customer Subscriptions

Ecommerce Management

Email Strategy

Product Reviews

TOOLS & TECH

Adobe Suite, Figma, Google Analytics,

Google Optimize, Google Tag Manager,

Heap, Iterable, Marketo, Optimizely,

Shopify, Squarespace, VWO, Webflow,

Wordpress (and more)

ADDITIONAL SKILLS

HTML

CSS

Javascript/JQuery