

Nicole Mills

<https://www.linkedin.com/in/nicoleashleemills/>

EXPERIENCE

eCommerce Sales Manager

May 2023 - Present

Shout! Factory | Los Angeles, CA

- Spearhead all facets of eCommerce operations for physical media, including custom Shopify development, connectivity, performance optimization, reporting, design, and logistics
- Achieve a 63% surge in total sales by implementing innovative promotional offers, site personalization, advanced search functionalities, and launching a new eBay storefront
- Oversaw development of a connection between Rightsline and IMDb APIs to push new product data to Shopify automatically, reducing manual labor by 90%
- Collaborate cross-functionally with Shout! Studios teams to align website promotions with product launches and theatrical releases

Senior Manager, Web Experience

August 2022 - August 2024

ettitude | Remote

- Evaluated and optimized website architecture and vendor relationships to enhance site maintainability, stability, quality, and performance, elevating the customer experience across the U.S., A.U., and wholesale Shopify stores
- Led and executed two comprehensive store redesigns, including custom development, product imagery, and copy to align the site more closely with the luxury target audience
- Assisted in launching ettitude on Amazon, boosting the brand's online visibility and sales

Web Designer (Contract)

March 2022 - June 2022

Alabama Power | Birmingham, AL

- Developed, coded, and designed custom-tailored Shopify experiences using HTML, CSS/SCSS, Liquid, and JavaScript for the Alabama Power Appliance Center and Smart Neighbor brands
- Collaborated with the Advertising team and eCommerce Merchandise Coordinator in order to design digital and instore retail content ranging from signage, flyers, images, touchpoints, social media ads, landing pages and more
- Created and A/B tested monthly campaign emails using Eloqua

Owner

July 2016 - March 2022

Designed by Nicolita | Remote

- Founded and managed a web design agency, delivering custom eCommerce and non-eCommerce websites for small businesses globally, utilizing Shopify, WordPress, and Wix. Also produced branded content, including postcards, packaging, logos, emails, and various marketing materials

Digital Communications Specialist

September 2019 - April 2020

Lake Homes Realty | Hoover, AL

- Executed marketing content strategies and paid ad campaigns, boosting brand and agent awareness by 132%

EDUCATION

Auburn University | Bachelor of Computer Science in Computer Science

Expected Dec. 2025

Florida Atlantic University | Bachelor of Arts in Communications

Aug. 2015 - May 2019

Korea University, Sejong Campus | Study Abroad with a focus in Sociology

Aug. 2017 - June 2018

Suncoast Community High School | International Baccalaureate Diploma Programme

Aug. 2011 - May 2015

SKILLS

Languages: Java, HTML/CSS, JavaScript, Liquid, React

Tools: Shopify, Amazon, eBay, VS Code, Adobe Creative Suite, Google Analytics, Fast Simon, AB Tasty, Asana, Canva, Boomi, Netsuite, Capcut, Figma, Klayvio, Wix, WordPress, Joomla, Final Cut Pro X, Microsoft Office, Yotpo, BazaarVoice, Facebook Ads Manager, Google Ads, Northbeam, Rejoiner, TripleWhale