**Blake Bolton**

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**PROFESSIONAL SUMMARY**

Initiative-taking and enthusiastic entrepreneur of eCommerce retail with a proven history of internet revenue generation, digital marketing, & superior customer service. I enjoy learning anything new involving eCommerce, which has led me website design and development!

**CORE QUALIFICATIONS**

* Exceptional expertise in website business management
* Superior strategic, creative, and artistic thinking abilities
* Outstanding skills in web statistics, interpretation, and application
* Fluent in PhotoShop and Lighroom
* Fluent in Microsoft Word, Excel, Access, and Google Sheets
* Fluent in HTML, CSS, Bootstrap 4, and SASS
* Intermediate knowledge of JavaScript, jQuery, Node.js, PHP, Postman, MongoDB, Git
* Fluent in WordPress, WooCommerce, Elementor, Yoast SEO & several other WordPress plugins

**EXPERIENCE**

**Owner, eCommerce & Digital Marketing Director 04/2018-10/2019**

**Bolton Industrial Paris, TX**

* Oversaw successful business and website launch and continuing operation
* Created [www.Boltonindustrial.com](http://www.Boltonindustrial.com) using WordPress, WooCommerce, and Elementor
* Created Bolton Industrial logo using PhotoShop
* Achieved 43k in revenue during first year of operation
* Improved website presence through compelling content by capturing commercial grade photography, producing high quality amenity, and creating written copy to highlight key sell features while achieving SEO objectives. With this new content there was an increase of new leads originating from the website by 75%
* 70% of user sessions were achieved by organic searching
* Single handedly operated Boltonindustrial.com and Bolton\_Industrial eBay Account
* Oversaw expenses, sales, and other aspects of budgeting a business
* Monitored and analyzed revenue generation from website traffic information using Google Analytics
* Established dozens of B2B relationships within the span of one year
* Created and kept balance sheet, income statement, and cash flow statements up to date using Xero

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**eCommerce Retail Manager 04/2016 – 03/2018**

**Wireless Way Carrollton, TX**

* Demonstrated flexibility by having multiple job titles including picking items, shipping & receiving, managing high volume eBay accounts, quality control and grading of electronics, and keeping prices up to date.
* Utilized time efficiency by picking and packaging over 500 orders a day while maintaining an extensive inventory by adding quantity to existing eBay listings or creating a new eBay listings and processing of returns and refunding customers.
* Determining the current market value of electronics based on different grades.
* Implemented third party multi-channel inventory management software, known as SkuVault.
* Experience taking stock photos for online listings and updating original listings with said stock photos.
* Increased conversion rate and traffic by internet marketing.
* Experience with eBay, Wal-Mart, B-Stock and Rakuten marketing channels.
* Experienced with shipping and handling rates with USPS and UPS

**Department Manager, Retail Sales, and Customer Service 06/2003 - 09/2015**

**Swaim Hardware Paris, TX**

* Utilized communication skills by assisting customers with counter sales, floor sales, and placement of special orders
* Utilized planning and organizational skills to maintain extensive inventory of over 500,000 different skus!
* Utilized management skills by training new retail sales employees
* Demonstrated flexibility by learning to work in multiple departments including hardware, plumbing, mill supply, warehouse, and shipping and receiving
* Purchasing orders with multiple manufacturers and distributors to keep inventory up to date.
* Manager of Plumbing department that oversaw 2 employees.

**EDUCATION**

**Bachelor of Business Administration in General Business** **2011**

The University of North Texas **Denton, TX**

**Associate in Science 2008**

Paris Junior College **Paris, TX**

**High School 2005**

Paris High School **Paris, TX**