

DERRICK K. CHAN

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Accomplished eCommerce leader with over 10 years of experience in corporate, mid-size and start-up environments. Proven track record in driving significant revenue growth by combining technical and marketing expertise. Servant leader who inspires high-performing teams, results and innovation.

AREAS OF EXPERTISE

- eCommerce Strategy & Execution
- UI/UX, Performance and Stability Optimization
- Omni-channel Strategy and Implementation
- Multi-channel Commerce: Web, App, Amazon, eBay, Rakuten, Newegg, etc.
- CRM & Marketing Automation
- eCommerce ROI, Forecasting and Analytics
- eCommerce Operations Optimization
- Digital Marketing: SEO/SEM, Social, Email, Content and Affiliate

EXPERIENCE

APR 2016 – PRESENT

DIRECTOR OF ECOMMERCE, TACO BELL

Recruited by company to transform its eCommerce presences from an MVP solution to a scalable Omni-channel experience.

Key Accomplishments:

- Grew eCommerce sales from \$40M to \$100M and total digital sales from 1% to 9% of total system sales within 3 years.
- Lead a 2-year eCommerce re-platform project which transformed the brand's digital experience from MVP to an enterprise level scalable Omni-channel solution.
- Initiated and lead local SEO strategy/implementation which resulted in 131% increase in organic traffic and 366% increase in organic eCommerce revenue.

JUN 2014 – APR 2016

DIRECTOR OF ECOMMERCE, GOLDEN COMMUNICATIONS

Recruited by this full-service digital agency to grow its eCommerce service business by delivering strategy and expertise to their existing and future clients.

Key Accomplishments:

- Supported business development for all eCommerce related projects which resulted in closing 400% more eCommerce deals YOY.
- Expanded the agency's eCommerce platform expertise to include Magento, Shopify, Amazon and eBay.
- Planned and oversaw eCommerce development projects to ensure the right platform and features were utilized to meet each client's unique business requirements.

APRIL 2013 – JUN 2014

DIRECTOR OF ECOMMERCE, ALLTRADE TOOLS, LLC

Recruited by the company to expand its B2B business to include a B2C online business model without compromising its B2B customer base.

Key Accomplishments:

- Developed comprehensive eCommerce marketing plan to expand across multi-channel marketplaces and websites.
- Implemented and optimized targeted acquisition marketing programs such as SEO, SEM, CSE, email marketing and offers, which increased online sales by 100% YoY.
- Automated B2C order fulfillment processes and optimized shipping logic which resulted in an 80% lower cost of fulfillment.

NOV 2011 – APRIL 2013

DIRECTOR OF ECOMMERCE, CLOVER WIRELESS, LLC.

Recruited by the company to scale its multi-channel eCommerce business and its B2B wholesale business.

Key Accomplishments:

- Grew eCommerce sales by 400% from \$400K to \$1.6M per month by optimizing its online sales strategy for its digital footprint: website, eBay stores and Amazon account.
- Developed department processes, procedures, KPIs and reporting to ensure optimum performance and exceeding monthly goals.
- Managed product, customer and order databases with a highly custom Salesforce ERP system that integrated with its multi-channel inventory management system.

EDUCATION

MAY 2008

BACHELOR OF BUSINESS ADMINISTRATION, MARKETING CONCENTRATION

CALIFORNIA STATE UNIVERSITY, FULLERTON

TECHNICAL SKILLS

ECOMMERCE: SAP Hybris, Magento, Shopify Plus, Shopify, ASPdotNet Storefront, Volusion, Amazon, ebay, Newegg, Rakuten, Terapeak, Channel Advisor and Certona.

DIGITAL MARKETING: YEXT, Vertical Response, Bronto, Act-on, Constant Contact, iContact, Facebook, Twitter, YouTube, Google Analytics, Google Search Console and Google Adwords.

MISC. SOFTWARE: MS Word, Excel, PowerPoint, Outlook, Photoshop, InDesign, Dreamweaver, Salesforce, SAP, Microsoft Dynamics (NAV), SiteCore, WordPress, Joomla, JIRA, Confluence & Basecamp.