

# JOSEPH CALLAWAY

## DIRECTOR OF E-COMMERCE / PRODUCT & TECHNICAL ACCOUNT MANAGEMENT

### PROFILE

Aspiring & performance driven consumer experience aficionado with 20+ years' work experience in eCommerce & Technical Account Management. With a preferred focus on performance marketing

### EDUCATION

#### General Assembly

Full Stack Web Development

#### Louisiana State University

Sports Administration

### CONTACT

#### Portfolio:

[linkedin.com/in/joseph-callaway/](https://www.linkedin.com/in/joseph-callaway/)

#### Phone:

318-564-0762

#### Email:

[jeauxcal@gmail.com](mailto:jeauxcal@gmail.com)

#### Home:

Austin, TX - USA

### SKILLS

- e-Commerce / Fintech Platforms
- GTM / Google Analytics / FB Pixel
- Klayvio / JustUno / Yotpo / Gorgias
- HTML5 / CSS3 / Javascript
- SEO & Technical Consultation, Optimization, & Implementation
- JIRA / Confluence / Salesforce
- Wrike / Trello / Basecamp
- Website Development
- Postman / Datadog / Kibana
- SaaS
- C Level Communication

### EXPERIENCE

#### Director of E-Commerce

JOCKO Fuel/Origin USA | Jan 2023 - Present

- Provide analysis of key business metrics and site performance.
- Partner with Site Operations team to understand customer and financial impacts of changes to site.
- Implement user experience in specific areas of the site
- Develop specific analytics for the business to yield improvements.
- Responsible for the analysis of actual sales results to plan, identifying trends and opportunities for increased revenue and profitability including in season pricing, distribution, and investment opportunities
- Establish formal processes for developing consumer-centered experiences and prioritizing functionality and releases

#### Senior Product Integrations Engineer

Affirm/Returnly | Jan 2022 - 2023

- Manage and provide technical guidance for new merchant integrations, reducing your merchants' risk by actively working with them to identify problematic technical approaches and driving new feature and product adoption with retail partners
- Consistently demonstrate your technical expertise and knowledge of Returnly's product suite to increase scope and product adoption from initial launch through scale
- Provide early feedback to engineering and product teams while iterating on new products

#### Senior Technical Account Manager

BigCommerce | April 2019 - 2022

- Manage a book of business, including Fortune 500 companies, & responsible for providing proactive, strategic & operational technical support.
- Develop & maintain account level Personalized Run Books that document clients architecture on the platform as well as integrations with third party solutions & applications.
- Provide clients with platform configuration support, & conduct service reviews.
- Communicate clearly the progress of monthly/quarterly initiatives to internal & external stakeholders.
- Evaluate clients technology environment & recommend apps, integrations, features & partners aligned to clients business objectives.