

DIGITAL MARKETING ENTREPRENEUR

SAAS/ECOM CO-FOUNDER

Hello, I'm Aram Stepanian:

- Over 17 years of real-life entrepreneurial experience in business development at the P&L level
- Data-driven, performance-focused mindset, accustomed to complexity
- Empathetic communicator with a proven record of managing diverse on-site & distributed teams
- Resourceful, creative problem-solver with history of innovation, undeterred by ambiguity
- Point of origin for creative assets from event capture to copywriting to graphic & video editing
- Outgoing, extroverted team-player, focused on the big picture

WORK EXPERIENCE

Brand Strategist, Evangelist, Co-Founder

Trade Vitality - Walnut, CA

January 2014 to Present

Brand is everything for me. It's the biggest opportunity to create value out of thin air. I revere the developments of today's software engineers and I take the duty of proliferating our message to heart. Every single user interaction is reflective of our brand, and it's my privilege to steadfastly pursue this level of integrity for Trade Vitality.

Direct-to-consumer brands are on the rise, and they need a greater level of support with Minimum Advertised Price policies. Trade Vitality empowers SMB to conquer MAP violations online.

- Year-over-year revenue growth over 25% each year since 2015, no debt, no VC
- Clients include *The Honest Company* and *Roush Performance*
- Six figures in billable accounts
- High-margin, recession-resistant business model
- Global team of international professionals

Ecommerce Manager

Paper Mart - Orange, CA

October 2015 to April 2020

I was recruited by Paper Mart to help transition the Marketing department from an owner-operated team to an employee-operated team for the 99-year-old company with 240 employees at the 10.5-acre facility.

- Orchestrated the modernization of all PPC accounts including Google Ads campaign structure
- Managed \$5,000,000 in Google Ads budget, increasing ROI 50% while doubling revenue 2015-2019
- Acted as Marketing team leader for recurring sprints w/ scrum teams via Jira for technical site and app updates each month

- Critical role in establishing and optimizing product feeds (SFTP/API) for 24,000-sku PPC catalog exporting to Amazon, Walmart, Google Shopping, Bing Shopping, Facebook product ads, IG Shopping
- Ownership of all PPC weekly/monthly/quarterly budgeting and reporting for millions in ad spend on Search, Shopping, Social: Google, Bing, Facebook, Instagram
- Supervised all Social correspondence, facilitating solutions between customers and internal departments
- Started the Small Business by Paper Mart private Facebook group to foster relationships with SMB
- Led rollouts of new features on social like IG Shopping and FB Stories
- Success with enterprise teams for Search Engine Optimization with SEO, PR, and link-building agencies, Bronto ESP, Cordial ESP, Cordial Lightbox, Dynamic Yield, JavaScript mapping w/ Tealium IQ tag management, Feedonomics data management, CJ Affiliate Network sponsorship and special events
- In-depth experience with Google Analytics, Google Ads, Google My Business (GMB), Google Suite, Microsoft Suite, HTML, working knowledge of CSS/JavaScript, Adobe Photoshop, Adobe Illustrator

Brand Development & Marketing Lead, Co-Founder

SoloMotoParts.com - Las Vegas, NV

2004 to 2019 (sold)

- Launched self-funded retail ecommerce company in 2004 in the Motorsports industry
- Pioneered industry-first make/model/year shop-by-bike feature
- Leveraged international sales in 2008 to achieve 2X sales growth, reaching over \$3,000,000 in revenue annually
- Established remote teams to virtualize administrative operations and increase profitability
- Strengthened brand equity by sponsoring riders and engaging with audiences at lifestyle events, regional motorcycle organizations, and everywhere online
- Sold business in 2019

Ecommerce Manager

Wet Seal, LLC: WetSeal.com & ArdenB.com - Foothill Ranch, CA

2003 to 2004

- \$640,000,000 in revenue across all stores with 60% ecommerce growth year-over-year
- Managed PPC accounts and launched promotional email campaigns
- Worked directly with CIO to establish sales goals, marketing strategy and budgets
- Directed IT regarding site upgrades and performance
- Supervised a 10-person team and sourced independent contractors

Graphic Designer

Creative Ad Services, Inc. – Huntington Beach, CA

1998 to 2001

- Tons of invaluable, hands-on experience in a terribly busy environment designing print ads and promotional materials for hundreds of clients

EDUCATION

Bachelor of Science in Advertising, Minor in Psychology

San Jose State University - San Jose, CA

1994 to 1998

Web Design & Multimedia

The Art Institutes of California- Orange County - Costa Mesa, CA

2001 to 2003