About me

I'm an eCommerce leader with over 15 years of experience and a wide range of skills in the online space.

My passion and drive for all things ecommerce and performance marketing has given me a proven track record of building and implementing strategies that increase sales and revenue via CRO, SEO, lower CPA and higher AOV.

MBarber

Download Resume

Involved Leader

I don't just like to 'talk the talk', I am very hands on with the work I do and the teams I lead.

Strategic Thinker

Strategy comes naturally to me, I love to develop and execute online strategies that achieve business goals.

Problem Solver

I have the ability to pinpoint and solve problems in order to move forward and focus on what really matters.

Experience

Director of Digital Growth, Spacetalk Ltd (ASX:SPA)

November 2025 — Present

As Director of Digital Growth, I accelerated digital performance by increasing organic traffic by 20%+ and cutting website operating costs by over $100,000 annually with zero loss of capability.
I led the delivery of a full Shopify 2.0 theme redesign within my first three months, modernising the stack and strengthening site speed and conversion. I also optimised Klaviyo lifecycle and abandoned flows to unlock incremental revenue and launched a product onboarding experience to better convert customers into the Spacetalk ecosystem.

Head of Online, Marquee Retail Group (CBCH | The Daily Edited)

February 2023 — October 2025

As Head of Online, I implemented on-site Click & Collect functionality, now accounting for over 30% of total online orders. Led the rebrand and relaunch of the CBCH Loyalty Program to improve customer retention. Streamlined Shopify-to-WMS integration, reducing manual processing and improving fulfillment efficiency. Deployed advanced optimization tools and experimentation frameworks across CBCH and The Daily Edited, resulting in measurable improvements to user experience and conversion rates.

Head of eCommerce, colette by colette hayman

January 2020 — February 2023

In my tenure as Head of eCommerce, I led the team through a period of significant growth and transformation. We achieved record-breaking weekly and monthly revenue, implemented a full migration of EDM and marketing platforms, and integrated offline customer and sales data for improved marketing targeting and segmentation. I also successfully managed a remote team through the challenges of the COVID crisis, continuing to deliver exceptional results and driving consistent revenue growth.

eCommerce Manager, colette by colette hayman

October 2017 – January 2020

In my 2 years as ecommerce manager at CBCH, both revenue and conversion rate doubled as a result of ongoing site updates, testing and optimisation. I streamlined many day to day tasks including product and image uploads, price and promotional updates, product tagging / management and website banner updates resulting in massive time and money savings.

eCommerce Manager, Pacific Magazines (Better Homes & Gardens Shop | TheParcel)

June 2015 – June 2017

During my time as ecommerce manager I streamlined TheParcel business (logistics, subscription management & customer service) to reduce churn and return savings of over $75K per year, redesigned and developed The Parcel Shopify site to deliver a responsive experience for desktop and mobile devices and in-turn increasing the conversion rate. I developed and executed an acquisition strategy that grew BHG Shop email database by 60K+ contacts over 6 months, this list now generates over $10K+ in revenue per week.

Founder, Nabbit Competitions

September 2014

Managed every aspect of the Nabbit business on a day to day basis, creating and executing the Nabbit business strategy and 5 year plan, driving acquisitions, developing relationships, new business opportunities and presenting to prospective customers and investors including: Shark Tank, Coca-Cola, Seven West Media Group, Metcash (IGA) and MNET. I also designed and created all Nabbit collateral including : Investment proposals, Media Kit, Sales Decks and Partnership proposals.

Strategic Integration Executive, Yahoo!7

September 2012 – August 2014

At Y!7 I was part of a newly formed team that was at the forefront of 'native advertising' and brand integrations. I developed creative concepts that were in line with the client's communication strategies, managed advertising solutions across all , and managed Y!7 commercial and integrated sales opportunities for Y!7 vertical properties including Y!7Sport, News, and Finance.

Digital Sales Manager, Pacific Mags (marie claire | Instyle | Better Homes & Gardens)

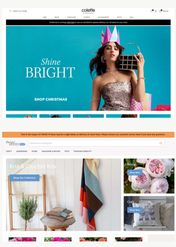
July 2010 – September 2012

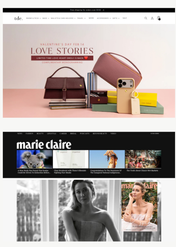
In my role at Pacific Magazines, I developed and implemented comprehensive online sales strategies across multiple websites, creating pricing models and packages that enhanced sales team offerings. I introduced integrated campaign opportunities, optimising the team's ability to sell online efficiently. These initiatives resulted in significant improvements in campaign performance and streamlined the online sales process for the business.

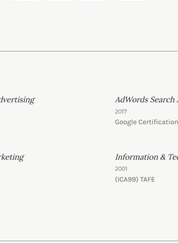
Skills

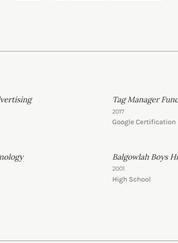
98% Shopify / eComm	95% CRO	93% SEO
95% Technical Knowledge	95% Facebook Ads	90% SEM

Portfolio









Education

AdWords Mobile Advertising
2017
Google Certification

AdWords Search Advertising
2017
Google Certification

Tag Manager Fundamentals
2017
Google Certification

ADMA- Digital Marketing
2017
ADMA

Information & Technology
2001
(ICA89) TAFE

Balgowlah Boys High
2001
High School

Personal Abilities

I have the capacity to translate vision into reality

Strong Communicator
I am able to explain complex technical concepts in terms non-technical people are able to easily understand.

Technical Knowledge
From my extensive online experience I know what technologies and platforms should be used to achieve a desired outcome.

Work Ethic
I am a hard worker and thrive on getting results both small and large. I won't stop working towards a goal until it is reached.

Reference

"Mitchell is one of the most skilled and well rounded people I have worked with in the ecomm industry"

–Glynn Miles, Principal Consultant @ltworks