About me

I'm an online leader with over 15 years of experience and a wide range of skills in the digital 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 NCAC and higher LTV.

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 — May 2026

As Director of Digital Growth, I accelerated digital performance by increasing organic traffic by 201%+ and reducing website operating costs by over $100,000 annually without sacrificing capability. Within my first three months, I led a full Shopify 2.0 redesign that improved site speed, UX and conversion performance across 14 localised markets.

I optimised Klaviyo lifecycle, abandonment and failed payment flows, reducing subscription churn by 18% and driving incremental retention revenue through improved automation and segmentation. Through new welcome offer testing and personalised onboarding journeys, I increased onsite conversion by 14% while reducing NCAC by 21%.

To improve acquisition efficiency, I launched a new MoF UGC strategy across Meta and TikTok, delivering a 32% increase in ROAS and a 27% reduction in CPA across paid social campaigns.

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

February 2023 — October 2025

As Head of Online, I led the digital growth strategy across Colette by Colette Hayman and The Daily Edited, driving improvements across conversion, retention and operational efficiency. I launched Click & Collect functionality, which scaled to over 30% of total online orders and contributed to a 15% uplift in store-assisted online revenue.

I also led the rebrand and relaunch of the CBCH Loyalty Program, increasing repeat purchase rate by 22% and improving customer engagement across owned channels. To improve operational performance, I streamlined the Shopify-to-WMS integration, reducing manual processing by 40% and improving fulfilment speed and accuracy across the business.

To further scale performance, I implemented CRO and experimentation frameworks across both brands, delivering a 12% uplift in conversion rate and measurable improvements in UX performance and overall online revenue.

Head of eCommerce, colette by colette hayman

January 2020 — February 2023

As Head of eCommerce, I led the business through a period of significant growth and commercial transformation, delivering record-breaking weekly and monthly revenue alongside sustained improvements in customer value and retention. We increased customer lifetime value (LTV) by 18% through improved segmentation, lifecycle marketing and tighter integration of customer data across channels.

I led a full migration of EDM and marketing automation platforms, improving deliverability, personalisation and campaign performance across email and SMS. In parallel, I integrated offline customer and sales data into our CRM, enabling more precise targeting, improved attribution and stronger marketing efficiency.

Throughout this period, I managed a remote cross-functional team through the COVID disruption while maintaining consistent growth, operational stability and strong commercial performance across all digital channels.

eCommerce Manager, colette by colette hayman

October 2017 – January 2020

During my 2 years as eCommerce Manager at CBCH, I doubled both revenue and conversion rate through continuous CRO, site optimisation and structured testing across key customer journeys. These improvements were driven by ongoing UX enhancements, merchandising strategy and performance-led experimentation across product and landing pages.

I reduced operational workload by ~40% by streamlining core trading workflows, including product and image uploads, pricing and promotional execution, product tagging and onsite content management. This enabled faster campaign deployment, improved trading agility and reduced reliance on manual processes across the team.

In parallel, I implemented a more structured optimisation cadence across both CBCH and The Daily Edited, introducing testing frameworks and prioritisation processes that improved speed-to-market and delivered a sustained uplift in overall onsite efficiency and revenue performance

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)

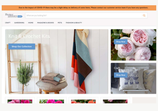
July 2010 – September 2012

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% Klaviyo	95% Performance Marketing
95% CRO	95% SEO	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
(CA99) 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