JASON MCBRIDE

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PROFILE

Ecommerce Manager with 6+ years of hands-on experience operating and scaling Shopify-based DTC brands. Skilled in Shopify theme development, store optimization, content merchandising, and backend systems. Trusted by multiple brands to lead technical implementation, product setup, launch coordination, and ongoing site improvements. Strong background in cross-functional collaboration, troubleshooting, and building efficient workflows across teams.

EXPERIENCE

Ecommerce Manager, *Shopify-based DTC Brands*   (Remote) Oceanside, CA July 2022 – Present

Lead ecommerce operations and technical execution across multiple Shopify stores including lemae.com, huegahouse.com, and decadeeyewear.com. Work closely with internal and external teams to optimize site performance, support growth initiatives, and maintain high operational standards

- Develop scalable workflows for product launches and theme enhancements.

- Manage custom theme development, Liquid edits, and site-wide optimizations.

- Implement product and collection architecture to streamline user experience.

- Troubleshoot and resolve frontend/backend bugs across diverse store environments.

- Coordinate cross-functional launches with creative, dev, and performance marketing teams.

- Own store infrastructure and drive continuous improvements across DTC ecosystems.

Shopify Theme Support Developer, *Underground*   *(Remote) Oceanside, CA April 2021 - July 2022*

Provide technical support and theme development for Shopify merchants across multiple industries, resolving bugs and implementing custom front-end solutions.

- Diagnosed theme bugs and technical issues by replicating and testing customer reports.

- Implemented custom Liquid modifications and resolved front-end design issues.

- Provided ongoing theme support and troubleshooting across diverse store setups.

- Received 4x more weekly positive reviews than the company average.

Founder, *Brew Catalog*   *North County San Diego, CA January 2019 - November 2020*

Founded and operated an ecommerce platform for independent craft beer brands, overseeing strategy, UX, operations, and growth from launch to scale.

- Built and launched a Shopify-based ecommerce platform for independent craft beer brands.

- Designed and iterated the user experience based on feedback to improve conversions.

- Managed all aspects of operations including vendor/customer relationships and logistics.

- Oversaw all creative, technical, and growth efforts while scaling the platform.

CORE SKILLS

Ecommerce Operations · Theme Customization (Liquid, HTML/CSS) · Shopify Plus · Klaviyo · Product Setup/Organization · UX Optimization · Site Merchandising · App Integrations · QA Testing · Project Coordination · Webflow · Figma

EDUCATION

B.S. Business and Administration   Major: Management

California State University San Marcos

December 2018