



## JASON MCBRIDE

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### PROFILE

Ecommerce Manager with 7+ years of hands-on experience operating and scaling DTC ecommerce brands. Owns site operations, theme development, merchandising, launches, and ongoing optimization. Strong technical background with a focus on clean execution, cross-functional collaboration, and scalable ecommerce workflows.

### 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](http://lemae.com), [huegahouse.com](http://huegahouse.com), and [decadeeyewear.com](http://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
- Managed end-to-end operations including UX, vendor relationships, and logistics
- Oversaw creative, technical, and operational execution through launch

## **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 (Management)

California State University San Marcos

December 2018