
Daniel Gollub

Online Experience Designer

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Cypress, CA

CAREER OBJECTIVE

Goal-oriented manager with distinguished experience in Automotive and Retail industries and proven leadership abilities. Expert in increasing productivity and customer satisfaction while driving revenue and sales. Committed to streamlining procedures while optimizing employee talent.

EXPERIENCE

Coin Supply Express, Huntington Beach, CA - *E-Commerce Manager*

September 2022 - August 2023

- Leveraged Google Analytics and Ads to increase high quality traffic and conversion rate while minimizing low quality traffic and irrelevant inquiries.
- Optimized e-commerce fulfillment strategy to minimize costs while maximizing profits and customer satisfaction. Projecting a 7% increase in sales from the previous year.
- Developed and implemented an ethical email marketing campaign for the year.
- Redesigned website header to match the company's brand and mission. Managed a freelance developer ensuring that the design was properly translated and completed in a timely manner.

Daniel's Designs, Cypress, CA - *Freelance Web Design & Development*

August 2022 - PRESENT

- Updated design of www.beachsideinteriorsremodeling.com to match the brand style guide with a goal of increasing leads for the company. Website developed through Squarespace.
- Full redesign of www.toptiergolfclub.com including a style guide change and new user flows with a goal of increasing new member sign ups and event purchases. Saw an immediate increase of 500 new users after the first month and a 19% increase in units sold and 43% increase in conversion rate.

Mountain View Tire & Service, Lakewood/Long Beach, CA - *General Service Technician promoted to Assistant Manager*

December 2014 - July 2022 / August 2023 - Present

- Monitored sales performance to identify potential areas for improvement. ● Maintained hands-on knowledge of job roles and regularly stepped in to perform business duties.
- Utilized knowledge of company products and services to make recommendations and up-sell items according to customer needs.
- Built relationships based on trust with customers, vendors and third-party companies to ensure business operations ran smoothly and efficiently.

SKILLS

UX/UI Design, Responsive Web Design, Web Accessibility, Design Thinking, Design Sprints, Figma, Mailchimp, Copywriting

EDUCATION

UC Irvine DCE, Irvine, CA - *UX/UI Certification*

January 2022 - July 2022

Los Alamitos High School, Los Alamitos, CA - *High School Diploma*

September 2009 - June 2013