

# Gabe Gimenes Silva

Director of eCommerce | DTC Growth Operator | Systems Builder

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## SUMMARY

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I'm an accomplished eCommerce Marketing Manager with over 10 years of experience developing and implementing comprehensive eCommerce strategies across multiple industries. I build DTC growth systems that turn messy ecommerce into measurable profit—with real execution across acquisition, CRO, retention, and ops.

## EXPERIENCE

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### Director of Ecommerce | NativeSeed Group

May 2025 - Present | Lehi, Utah

- Driving double-digit online growth for a nationwide agricultural seed brand by fusing data automation, SEO-optimized content, and high-ROAS advertising
- Built comprehensive SEO and content strategy to increase organic visibility
- Implemented online merchandising systems for improved conversion
- Developed data-driven advertising campaigns with measurable ROAS

### Ecommerce Manager | Proline Range Hoods

Jan 2018 - Jan 2025 | Salt Lake City Metropolitan Area

- Increased annual website conversion from \$4M to \$10M by creating and managing a successful marketing team
- Built and led B2C e-commerce and digital marketing strategies
- Developed comprehensive analytics and reporting systems
- Managed cross-functional teams to deliver growth initiatives

### Digital Marketing Consultant | Eighty Three Agency

Jan 2015 - Dec 2018 | Salt Lake City Metropolitan Area

- Served a diverse portfolio of small local brands and facilitated significant revenue growth for a variety of clients
- Developed and executed social media marketing strategies
- Created comprehensive digital marketing campaigns across multiple channels
- Built client relationships and delivered measurable marketing results

## SKILLS

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Search Engine Optimization (SEO) • Search Engine Marketing (SEM) • Digital Marketing • Advertising • Blogging • Email Marketing • Social Media Marketing • Marketing Consulting • User Experience Design (UXD) • Online Merchandising • Online Consultancy • Data-Driven Marketing • Marketing Analytics • B2C E-commerce • Digital Advertising • Content Marketing • Web Design

## EDUCATION

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### Executive MBA, Business Administration and Management

Columbia College, Missouri | 2025

### Bachelor's Degree, Business Administration, Management and Operations

Columbia College, Missouri | 2021

## CERTIFICATIONS

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Section4 Certified Product Strategist