

Gabe Gimenes Silva

Director of eCommerce | DTC Growth Operator | Systems Builder

gab280812@gmail.com • 8012594734 • Salt Lake City, Utah

<https://linkedin.com/in/gabegsilva>

PROFESSIONAL SUMMARY

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.

PROFESSIONAL EXPERIENCE

Director of Ecommerce

May 2025 - Present

NativeSeed Group • Lehi, Utah

Driving double-digit online growth for a nationwide agricultural seed brand

- 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

Jan 2018 - Jan 2025

Proline Range Hoods • Salt Lake City Metropolitan Area

Led ecommerce operations for 10+ years, scaling revenue significantly

- Increased annual website conversion from \$4M to \$15M 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

Jan 2015 - Dec 2018

Eighty Three Agency • Salt Lake City Metropolitan Area

Provided digital marketing consulting for diverse portfolio of clients

- 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

KEY ACHIEVEMENTS

HawksBill: Live P&L & Reporting System

Built a real-time net revenue tracking system from scratch using AI

- Real-time visibility into marketing ROI by channel
- Reduced decision lag from days to hours

UI/UX Overhaul: 2x Conversion Rate

Doubled conversion rates through behavioral economics and streamlined UX

- 2x conversion rate improvement on both sites
- Reduced cart abandonment significantly

Paid Ads: ROI & MER Optimization

Increased ROI and MER by focusing spend on what works

- Significant increase in ROI across all platforms
- Improved MER (Marketing Efficiency Ratio)

CORE COMPETENCIES

Growth

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Digital Marketing, Advertising, Blogging

Analytics

Online Merchandising, Online Consultancy, Data-Driven Marketing, Marketing Analytics

Operations

Team Leadership, Marketing Strategy, Business Development, Project Management

Retention

Email Marketing, Social Media Marketing, Marketing Consulting, User Experience Design (UXD)

Platforms

B2C E-commerce, Digital Advertising, Content Marketing, Web Design

EDUCATION

Executive MBA, Business Administration and Management

Columbia College
2025

Bachelor's Degree, Business Administration, Management and Operations

Columbia College
2021

CERTIFICATIONS

- Section4 Certified Product Strategist