# Ryan McCormack

## Ecommerce & Digital Operations Manager

West Chester, PA · ryanmccor@gmail.com · ryanmccor.com · Open to fully remote

### SUMMARY

Utility player who runs the entire digital side of a retail business solo. 10 years as the one-person ecommerce, marketing and store-technology operator for a university campus store, plus 18 years of fully remote website work for an auto dealer. Led the store's ecommerce rebuild, built its digital presence from nothing, designed every graphic, and took it to #1 on Google over Amazon and Target with zero ad spend. Fixes what breaks, automates what's repetitive, and delivers without supervision.

### KEY RESULTS

- **#1 on Google, $0 ad spend.** Ranked first for "West Chester T-shirt," "West Chester hat" and "West Chester sweatshirt," ahead of Amazon, Target and Rally House. Personally loaded and optimized all 2,200+ product listings.
- **Division I-level social engagement as a one-person team.** Matched the Texas Longhorns, who run a 9-person social team, and outperformed other D1 programs. Posts directly drive in-store sales and inventory reorders.
- **Register rollout with no vendor support.** Set up the store's new Windows 11 NetSuite POS registers after vendor support went unresponsive, using AI tools to diagnose and fix issues on the spot.
- **Automated product data entry.** Built an AI-assisted pipeline that turns vendor emails into web-ready product listings: images processed, copy written, bulk import files and category assignments generated.
- **Paper to digital.** Led the business office's move from paper forms to DocuSign digital workflows.

### EXPERIENCE

**Digital Marketing Manager** · WCU Campus Store · West Chester, PA · 2016–Present

Sole owner of the store's digital channels and retail technology. Hybrid since 2022.

- Led the store's ecommerce rebuild on NetSuite SuiteCommerce, customizing the template with my own navigation, category structure and every graphic, all matched to the university's brand. Run day-to-day operations across two SuiteCommerce sites with 2,200+ live products, every one personally loaded and SEO-optimized: product content, merchandising, promotions, on-page SEO and launch QA.
- Built email, social and campus marketing from scratch; own all channels plus in-store signage with no team or agency.
- Go-to troubleshooter for the store's NetSuite POS registers and workstations since paid vendor support ended, working without admin access.
- Designed an automated workflow that cut manual NetSuite item entry: vendor images cleaned to spec, SEO copy generated, and bulk CSV imports validated before upload.
- Led the Student Services Inc. business office's move to DocuSign; manage form routing, authentication and delivery issues.
- Trusted as closing manager for end-of-day store operations.

**Remote Digital Marketing Consultant** · Colonial Nissan · Feasterville, PA · 2008–Present

- Fully remote for 18 years, running the dealership's website: content, on-page SEO, online reputation and digital promotions, with every change cleared through Nissan's brand and advertising compliance. Delivered on time without oversight.

**DNS & Technical Support Specialist** · Hibu · King of Prussia, PA · 2014–2016

- Resolved high-volume DNS, domain, MX record and email configuration issues for small-business clients.
- Selected by management to train incoming support cohorts.

**Systems Administrator & Digital Specialist** · Bev Michel Photography · 2008–2013

- Managed Mac/Windows systems, the studio website and digital asset workflows.
- Launched video production as a new service line, expanding studio revenue.

### SKILLS

**Ecommerce & web:** NetSuite SuiteCommerce (content, merchandising, bulk CSV imports), WordPress, on-page SEO (page structure, keywords, meta tags), site QA, promotions

**Marketing:** Social media strategy, email marketing, content creation, signage

**AI & automation:** Claude and other AI tools for troubleshooting, product copy, image processing and workflow automation

**Systems:** NetSuite POS, DocuSign, DNS and domain management, Mac/Windows support

**Creative:** Photoshop, Illustrator, Lightroom, Final Cut Pro, photography and video

### EDUCATION & CERTIFICATION

- BA, Visual Communications · Collins College, Tempe, AZ
- CompTIA A+ Certified