

CLAYTON COSBY

E-COMMERCE OPERATIONS | SHOPIFY | SEO | CRO

Self-driven e-commerce operator focused on Shopify, e-commerce operations, SEO, CRO, and digital growth. Experienced in building and optimizing online stores with an emphasis on user experience, conversion, and scalable systems.

📍 1110 24TH ST APT 5
SAN DIEGO, CA 92102

📞 (925) 216-7210

✉️ CLAYTONCOSBY1@GMAIL.COM

🔗 CLAYTONCOSBY.COM

🌐 LINKEDIN.COM/IN/CLAYTON-COSBY


⚙️ CORE STRENGTHS

- ✔️ Shopify Store Management
- ✔️ E-commerce Operations
- ✔️ Conversion Rate Optimization
- ✔️ Product Merchandising
- ✔️ SEO & Content Optimization
- ✔️ Customer Experience
- ✔️ Website Design (Shopify, Squarespace)
- ✔️ AI Tools & Automation
- ✔️ Email & SMS Marketing
- ✔️ Paid Ads (Meta, Google, Bing)
- ✔️ Project Management
- ✔️ Social Media Management


🔧 TOOLS AND PLATFORMS

- Shopify (Themes, Apps, Liquid Basics)
- Google Analytics 4 (Certified)
- Google Merchant Center & Suspensions
- Klaviyo & Mailchimp
- Google Ads, Meta Ads & Bing Ads
- SEO Keyword Research
- Google Search Console & SEO Tools
- Ahrefs & Ubersuggest
- AI Tools (ChatGPT, Claude, Gemini)
- GitHub, WordPress, Squarespace, Wix

★ WHAT I BRING

 **Operator Mindset**
I think in systems, execution, and measurable outcomes that improve performance.

 **E-commerce Operator**
I support Shopify and e-commerce operations across product, sales, and optimization.

 **High-Speed Execution**
I adapt quickly, solve problems under pressure, and keep operations moving in fast environments.

🌐 PORTFOLIO

View my projects and learn more about me at:

claytoncosby.com

👤 PROFESSIONAL SUMMARY

E-commerce-focused professional with experience across product merchandising, digital marketing, marketplace management, and website optimization. Skilled in improving product pages, increasing traffic and conversions, and supporting day-to-day e-commerce operations through data-driven decision-making and hands-on execution.

📁 EXPERIENCE

SALES REPRESENTATIVE | T-MOBILE – MANTECA, CA

10/2021 – 03/2026

- Consistently exceeded monthly sales targets through consultative selling and needs-based product recommendations
- Educated customers on wireless plans, devices, and value propositions, improving engagement and long-term retention
- Resolved complex customer issues efficiently, maintaining high satisfaction and account loyalty
- Collaborated with team members to drive store performance and meet collective sales goals

AUDIO TECHNICIAN | LIVERMORE PERFORMING ARTS CENTER, BANKHEAD THEATER – LIVERMORE, CA

03/2018 – 03/2020

- Installed and operated lighting, audio, and stage equipment for live performances and events
- Interpreted technical documents, stage plots, and production layouts to ensure accurate execution
- Coordinated with performers, directors, and production crews to deliver seamless live shows
- Operated live audio/visual systems during rehearsals and performances with precise timing and cue execution

EXPEDITOR / FRONT DESK | BLACK ANGUS STEAKHOUSE – DUBLIN, CA


02/2016 – 06/2016
11/2017 – 04/2018

- Managed front-of-house operations including reservations, guest flow, and phone orders in a high-volume environment
- Coordinated communication between kitchen and service staff to ensure accurate and timely food delivery
- Supported team operations during peak hours while maintaining organization and speed under pressure

🏆 PROJECT HIGHLIGHTS

 **Prime Wine Coolers**
Built and manage a Shopify e-commerce store focused on product merchandising, SEO, UX optimization, and conversion-driven design.
primewinecoolers.com

 **Clayton Cosby Website**
Developed a personal website while learning front-end development, GitHub workflows, and modern web technologies from scratch.
claytoncosby.com


 **Client Website**
Designed and launched a professional real estate website on Squarespace with a focus on branding and lead generation.
jonathanmsloboda.com


🎓 EDUCATION


Icon Collective Music Production School
Burbank, CA – Graduated 2017


Granada High School
Livermore, CA – High School Diploma 2015

🚀 ADDITIONAL INFO

 **Always Learning**
Continuously building skills in e-commerce, AI tools, and digital strategy to stay ahead of industry changes.

 **Data-Driven**
Use analytics and performance signals to guide decisions and improve outcomes.

 **Team Player**
Collaborative, communicative, and effective in cross-functional team environments.

 **Detail-Oriented**
Organized, efficient, and focused on delivering accurate, high-quality work.