

DANIEL TADESSE

Ecommerce & Digital Marketing | Shopify, Growth & CRO

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7 years in ecommerce | \$10M revenue built | 100,000+ orders | 5 international markets | 4.9 stars

PROFILE

Seven years building and running ecommerce businesses, hands-on across the whole thing: product research and design, Shopify build, ads, content and retention. Took a custom-illustration brand from a standing start to around \$10M in revenue and 100,000+ orders across five countries, with every channel run in-house and no agency. Shopify is the platform I live in day to day, and increasingly I build with AI as well, automating operations and replacing paid apps with custom flows. Self-taught throughout and still learning, because the tools and platforms change every year.

KEY ACHIEVEMENTS

- **Around \$10M in lifetime revenue** across 100,000+ orders and five markets (AU, US, CA, NZ, UK), built from launch.
- **\$27K to \$2.1M in twelve months.** Annual revenue in the first full trading year, peaking at \$2.2M.
- **1.1M+ sessions a year at a 3% conversion rate in Australia**, lifted through continuous CRO and A/B testing.
- **25% of customers came back**, on a \$99 average order value, driven by the email and SMS retention program.
- **4.9 stars across all our reviews**, with brand, creative and customer experience owned in-house.

CORE SKILLS

Shopify: Theme setup and customisation, product and collection creation, product pages and buy-box builds, apps and integrations, converting landing pages, cart and checkout, A/B testing

Trading & Merchandising: Multi-market trading across AU, US, CA, NZ and UK, catalogue and range management, product research and development, supplier sourcing, pricing and margin

Paid Acquisition: Google Ads (Search, Shopping, Performance Max), Meta / Facebook & Instagram Ads, Google Merchant Center, budget and bid management, creative testing, ROAS optimisation

Email & Retention: Klaviyo, MailerLite, lifecycle flows (welcome, abandoned cart, post-purchase, win-back), segmentation, seasonal campaigns, average order value and lifetime value optimisation

Analytics & Reporting: Google Analytics (GA4), Shopify reporting and custom reports, full-funnel analysis from CPC and CTR through to site conversion

AI & Automation: Claude, ChatGPT and image and video generators for content and analysis; Shopify Flow and custom serverless functions built to replace paid apps and automate operations

Content & Creative: Video editing (Adobe Premiere Pro, CapCut), image design in Canva, UGC video, copywriting, organic social

Commercial: P&L and margin management, pricing, supplier and print/fulfilment partners, team leadership

EXPERIENCE

Founder & Marketing Director

2020 - Present

The Coco Studio (Westmount Square Pty Ltd) cocostudioshop.com

Custom-illustration gifting brand that turns customers' photos into personalised artwork, sold as digital downloads and framed prints. Founded it and built it from launch to a five-market international brand across Australia, the USA, Canada, New Zealand and the UK, running marketing, ecommerce and the commercial function single-handed.

- **Ran Google Ads, Meta Ads and email entirely in-house** with no external agency, owning strategy, targeting, creative and daily optimisation across all five markets.
- **Owned the full funnel**, from cost-per-click, click-through rate and impression share at the top to add-to-cart, checkout and site conversion at the bottom, testing at every step.
- **Built and maintained the Shopify storefront**, including theme customisation, custom product pages and buy boxes, apps and integrations, and the order and proofing workflow behind every personalised piece.
- **Managed the catalogue across five markets**, keeping product information, imagery, pricing and merchandising accurate in every storefront, and running every product launch and seasonal campaign end to end.
- **Integrated AI across the business**, from content and creative production through to operational automation, using it for data analysis and reporting and to speed up the day-to-day running of the store.
- **Replaced paid Shopify apps with custom AI-built solutions**, writing bespoke flows and serverless functions that cut recurring subscription costs and did more than the off-the-shelf versions.
- **Lifted conversion through structured CRO.** Mined customer-service enquiries for the objections that stopped people buying, then A/B tested messaging, descriptions, section order, offers, images and colours.
- **Built the email and SMS retention program**, covering welcome, abandoned-cart, post-purchase, win-back and seasonal flows, plus monthly list hygiene to protect deliverability.
- **Produced the creative in-house**, shooting and editing video ads and UGC, designing image assets, and writing the copy across ads, site and email.
- **Owned brand, positioning and creative** across the store, ads and organic social, and built the customer experience behind a 4.9-star reputation.
- **Ran the commercial side:** product range and pricing, supplier and print/fulfilment partners, expenses and margin, plus a team of artists and support staff.

Built and ran a series of independent Shopify stores across watches, hardware, jewellery and beauty, handling every part of each business end to end. These stores have since been closed, and the experience is where the Shopify, advertising and creative skills behind The Coco Studio were built.

- **Researched and selected product ranges** for each store, sourcing suppliers, setting pricing and margin, and shaping how each product was presented and sold.
- **Built every store in Shopify from scratch:** theme setup and customisation, product and collection creation, product pages, cart and checkout, and the apps behind them.
- **Wrote, shot and edited the creative**, producing video ads in Premiere Pro and CapCut and image assets in Canva, then testing them live against real traffic.
- **Funded the advertising personally**, spending thousands of dollars of my own money on Meta and Google to learn firsthand which offers, angles and creative convert and which quietly burn budget.
- **Carried the lessons straight into The Coco Studio.** The page structures, offers and creative angles that worked in this period became the foundation of a business that went on to do around \$10M.

PERSONAL ATTRIBUTES

- **Attention to detail.** Selling personalised product means a wrong detail is a remake and a refund, so checking before it goes out is habit.
- **Initiative.** I spot what needs doing and get on with it rather than wait to be told.
- **Accountability.** Running my own business meant nobody to hand a problem to. If it went wrong it was mine to fix.
- **Communication.** I write clearly and say what I mean, whether that is a product page, a brief to a developer or a reply to a customer.
- **Driven by data.** Decisions made from numbers rather than hunches, and comfortable being proved wrong by a test.
- **Always learning.** The industry changes every year, so I watch what is working now and bring it into the business.
- **Team player.** Reliable, punctual and honest, and not shy about putting an idea on the table.

EDUCATION & PROFESSIONAL DEVELOPMENT

Certificate III in Individual Support (Ageing). Secondary education completed (Year 12).

Self-taught across Shopify, Google Ads, Meta Ads, Google Analytics, email marketing, video editing and AI tooling, learned by building and running stores from 2019 and scaling The Coco Studio to around \$10M in revenue. Still learning constantly, because the platforms, the ad products and the creative formats change every year.

Tools: Shopify, Shopify Flow, Google Ads, Google Merchant Center, Meta Ads Manager, Google Analytics (GA4), Klaviyo, MailerLite, Claude, ChatGPT, Adobe Premiere Pro, CapCut, Canva

References available on request.