

Matthew Akins

Data-Driven Growth & DTC Ecom Leader who codes

12 years of experience building marketing teams, Meta ads, and Shopify stores.

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Skills

Shopify Development
Content Marketing
Email Marketing

Copywriting
Landing Page Development
Meta Ads

Tools

Claude Code
Klaviyo
Cursor
Adobe Suite
Affinity Suite
Google Analytics
Triple Whale
Stripe
Final Cut Pro

Experience

Shopify Development Consultant (& Former E-Commerce Manager) | Jul. 2025 – Present
Linen Society (*Luxury Bedding / Linens, DTC E-Commerce*) | Portland, OR

- Rebuilt and upgraded Shopify website with a customer-first, conversion-driven mindset.
- Leveraged AI coding workflows with Claude Code, Cursor, and the Shopify API.
- Managed and optimized an extensive catalog with over 2,000 SKUs.
- Incepted marketing campaigns to increase revenue.

Meta Ads Consultant | Oct. 2025 - Dec. 2025

Fomin (*Deodorant / Retail, DTC E-Commerce*) | Remote

- Built a Meta ads funnel to sell direct to consumer - from ad creative to landing page to conversion.
- Brand is already established in retail stores like Kroger and CVS but had no DTC strategy in place.
- Coded and managed custom landing pages.

Paid Media Buyer (Meta) & Influencer Manager | Jan. 2025 – June 2025

Snap Supplements (*Top 10 TikTok Shop Brand, Supplements, DTC E-Commerce*) | Vancouver, WA

- Scaled up Meta ads to \$170k spend in a 30 day period - resulting in a 500% increase in sales of a subscription bundle with \$50k MRR. Within a 60 day period, I drove over \$113k in MRR.
- Found, contracted, and managed relationship with a top creative agency to grow campaign.
- Implemented a 'full-funnel' strategy that is being modeled for more products.

Owner / Operator | Feb. 2024 – Dec. 2025

Eve's (*Supplements, DTC E-Commerce*) | Vancouver, WA

- Studied and applied latest trends in eCommerce, Shopify development, and Meta ads.
- Designed and built a supplement brands from scratch.
- Created and manufacturing an original gummy supplement.
- Driven over \$8k in revenue since launching ads in September 2024.

Digital Marketing Manager | Dec. 2022 – Feb. 2024 (*Laid off due to downsizing*)

Card Kingdom (*Trading Cards, DTC E-Commerce*) | Seattle, WA

- Oversaw SMS, email, and social media marketing at a \$100M organization.
- Directly managed the digital marketing team and collaborate with a cross-functional sales & marketing team.
- Generated over \$25 million in promotional revenue.
- Served as a key personal development leader for the company, training the team and executive suite.

Experience (cont.)

Marketing Manager | Mar. 2021 – Jan. 2022

Ayush Herbs (*Supplements, DTC E-Commerce*) | Redmond, WA

- Helped increase Amazon sales by 10%.
- Rebuilt Shopify store for consumer-facing brand. Grew retail site sales by 13.83% year-over-year.
- Managed a marketing team. Managed hiring. Streamlined department by outsourcing key roles.
- Produced and launched YouTube ad campaigns for key products.

Marketing Manager | Dec. 2019 – Mar. 2021

Stocked (*Seasonings & Condiments, B2B & DTC E-Commerce*) | Seattle, WA

- Helped grow business from \$1M to \$1.75M in annual revenue.
- Rebuilt Shopify stores for 3 brands from scratch – Stocked Wholesale, Stocked Retail, and Mustard and Co.
- Managed accounts in the food retail space and delivered great customer service.

Marketing Director | Oct. 2017 – Oct. 2018

ABC Legal (*Legal Software, B2B SaaS*) | Seattle, WA

- Served as Marketing Director for a company with over \$50 million in annual revenue and over 250 employees.
- Marketed process serving services to law firms across the country.
- Led the migration away from Salesforce to HubSpot CRM to take advantage of marketing automation features.
- Overhauled our contractor hiring process to use automated email followup and stage-based tracking.