

# Dan Anderson

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## PROFESSIONAL SUMMARY

Vice President of Ecommerce & Engineering at The Sill, promoted 4 times in 3 years after being recruited as the brand's 1st in-house engineer: built an engineering team while contributing to \$75M in company earnings. Full-Stack Developer now overseeing teams with expertise in Ecommerce, Conversion Optimization, and Digital Marketing. Skilled in navigating complex technological transitions. Adept at identifying practical solutions and strategically planning their execution for cost-effective, timely, and quantifiable results. Specialized in migrations & integrations while providing company-wide leadership. Proven entrepreneurial leader with experience working at start-ups during periods of transition and growth, managing budgets and positively impacting the P&L, while overcoming operational challenges.

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## TOP PROJECTS

- **NetSuite ERP Migration** | Orchestrated the migration to and operationalization of a new NetSuite instance for our online business, 2 distribution centers, and 10 retail stores. As well as 30+ dropship vendors and all 3PL partners.
  - **Shopify Plus Replatform** | Led teams to redesign and replatform [TheSill.com](https://TheSill.com) to a headless architecture to support business expansion into new categories, improve online conversion rates, and eliminate years of tech debt.
  - **ReCharge Subscriptions** | Built processes, tools, and automations to manage our "Plant of the Month Club" box. Custom coded UX and microservices to handle the complexity of selecting and shipping a different plant each month.
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## WORK HISTORY

**The Sill** | New York, NY (Remote)

*Vice President, Ecommerce & Engineering*

*June 2022 – May 2024*

- Led all ecommerce and engineering operations and initiatives, managing them for a 40-employee home goods business with over \$12M in annual revenue from 10K+ monthly omnichannel orders (including our retail stores).
- Provided vision and key business insights that helped align our corporate team and retail employees around campaigns and tactics in order to meet customer retention & acquisition goals for The Sill's 5m annual visitors.
- Served on the Leadership Team with CEO & COO, providing operational strategy, guiding product prioritization and analyzing strategic sales to respond to consumer demand; increased average order value from \$77 to \$107.
- Helped execute the 'Prune to Grow' strategy, leading to significant company restructuring and improved profit margins through, in part, optimized ad spend and data-driven merchandising, communicating daily with CEO.

*Senior Director, Ecommerce & Engineering*

*November 2021 – May 2022*

- Led the migration to Nuxt, a headless website architecture, enhancing the company's online presence and UX.
- Developed proprietary technologies to increase conversion rates, bolster greenhouse partnerships, differentiate subscription services, and support the expansion of retail locations as part of omnichannel strategy.
- Oversaw talent acquisition and hiring process of 4-person team, including Front-end and Back-end Engineers.

*Director, Engineering & Technology*

*March 2021 – October 2021*

- Defined the paradigm of technical leadership at The Sill by implementing processes for cross-functional collaboration, such as 2-month Engineering Cycles, to support team growth and business objectives. (OKRs)
- Provided technical leadership while conducting code reviews and managing the scope and timing of deliverables.
- Played a key role in identifying essential technologies required for organizational scaling.

*Director, Engineering*

*July 2020 – February 2021*

- Integrated ShipStation and Shopify with NetSuite using FarApp, streamlining omnichannel order routing, inventory management, tracking information, and order-to-cash automation.
- Automated various processes through SuiteScript, EDI, and API solutions, enhancing operational efficiency.
- Played a pivotal role in leading the technical aspects of the migration to the ReCharge platform.

*Senior Engineer*

*November 2019 – June 2020*

- Co-led the company-wide implementation of NetSuite, collaborating with Operations, Retail, and Finance teams.
- Overhauled the Shopify theme and development tools to align with the Marketing and Design team's vision.
- Pioneered the in-house engineering team, leading recruitment, hiring and team-building efforts.

## Family Media, LLC | New York, NY

### Owner

January 2013 – Present

- Founded and operates a single-member LLC specializing in freelance and consulting work, including organic traffic generation (SEO) and conversion optimization (PPC). Provides web development using HTML/CSS and PHP.

## Chief Media | New York, NY

### Senior Ecommerce Developer

December 2018 – November 2019

- Internalized the development of high-converting landing pages and checkouts for direct response marketing clients, previously outsourced to third-party vendors.
- Managed third-party logistics (3PLs) payment and EDI integrations, A/B testing, and custom user event tracking.
- Designed and implemented a scalable system for launching high-performance ecommerce websites using a white-labeled variant of WooCommerce.
- Enhanced ecommerce platform capabilities including reliable pixel tracking and improved performance.
- Used WooCommerce, Magento, Shopify, PHP, Javascript, & tools from Google, Facebook, TrueStats, & SendGrid.

## Counterparty | Remote

### Open Source Contributor

October 2017 – December 2018

- Contributed significantly to the development of an early cryptocurrency protocol for issuing NFTs.
- Identified and resolved a critical halting error in a \$200M peer-to-peer (P2P) network while organizing and leading developer meetings on Discord that fostered community collaboration.

## KYBOE! | Boca Raton, FL (Remote / New York, NY)

### Senior Shopify Developer

March 2017 – April 2018

- Spearheaded migration from WooCommerce to Shopify, aligning with the brand's shift to direct-to-consumer (DTC) strategy and oversaw a \$30K monthly advertising budget for campaigns on Facebook and Google.
- Managed EDI integrations with major retailers including Lord & Taylor, Nordstrom, Saks, and Fanatics.
- Implemented email marketing campaigns and installed tracking pixels to optimize online presence.

## Oilmar | New York, NY

### CTO (Software Developer)

April 2016 – March 2017

- Co-founded a B2B marketplace for Oil & Gas equipment, fulfilling a full-stack developer role, utilizing Laravel, Bootstrap, and MySQL in platform development. Launched with a \$10M+ inventory in Oil & Gas equipment.

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## PROFESSIONAL SKILLS

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|--------------------------------|------------------------------------|----------------------------------|
| • Ecommerce Optimization       | • Shopify Development              | • Talent Acquisition & Retention |
| • Full-Stack Web Development   | • NetSuite Automation              | • Engineering Management         |
| • Marketing Attribution        | • KPI Measurement and Analysis     | • Adaptive Technology Strategy   |
| • Technical Project Management | • SEO & Organic Traffic Generation | • Hands-on Technical Leadership  |
| • Agile Methodology            | • PPC Conversion & Optimization    | • Advanced Web Technologies      |
| • Database Administration      | • Data Analysis & Reporting        | • Diversity, Equity & Inclusion  |
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## TECHNICAL SKILLS

**Programming Languages:** Javascript | PHP | CSS | HTML | Python | Liquid | SuiteScript

**Coding Frameworks:** VueJS | Nuxt | Laravel | Wordpress | Tailwind | Bootstrap | Foundation

**Data Analysis Tools:** Heap Analytics | MySQL | Excel | Google Analytics | Data Studio | Airtable | Google Sheets

**Additional Experience:** API | EDI | ERP | NetSuite | ShipStation | Frontend | CMS | Backend | IT | Microservices | Shopify | ReCharge | Klaviyo | Email | SMS | DNS | Google Cloud | Vercel | ETL | SEO | CRO | Figma | UX | ChatGPT