

JOSEPH MICHAEL ANTHONY KURM

Ecommerce Director & Lifecycle Marketing Strategist | DTC + B2B | Remote

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PROFESSIONAL SUMMARY

Lifecycle marketing and ecommerce strategist with 15+ years building retention systems for DTC and B2B brands. Track record of growing revenue through RFM segmentation, email and SMS automation, post-purchase and winback flows, and subscription lifecycle programs. No paid acquisition required. Deep hands-on experience in Klaviyo, Shopify, and custom ecommerce environments. Brings both strategic vision and the technical fluency to execute across complex stacks.

CORE COMPETENCIES

Klaviyo, Lifecycle Email & SMS, RFM Segmentation, Post-Purchase Flows, Replenishment Flows, Win-Back & Reactivation, Subscription Lifecycle, LTV Optimization, DTC Ecommerce, Shopify, Salesforce Admin, CRM Architecture, Conversion Rate Optimization, Technical SEO, Google Analytics, Google Tag Manager, A/B Testing, Omnichannel Integration

PROFESSIONAL EXPERIENCE

Ecommerce Director

The Supply Joint, Los Angeles, CA (Remote) | Oct 2022 – Dec 2025

- Came in as the sole digital operator for a hybrid B2B/DTC business running \$5.5M entirely through in-person, cash-only transactions. Built the Shopify storefront, Shopify POS, and all operational systems from zero with no prior ecommerce infrastructure in place.
- Scaled the same business to \$22.68M across 1,600+ accounts over three years with zero paid acquisition. 158% revenue growth year one, 50% year two, all organic.
- Designed and implemented RFM segmentation mapped to actual wholesale and DTC purchase behavior, enabling precision lifecycle targeting across all campaigns.
- Built and launched win-back sequences that reactivated 16% of dormant accounts without discounting, and reorder automation that returned 15+ hours per week to the sales team.
- Deployed a self-service B2B portal that scaled account management from hundreds to 1,600+ accounts without adding headcount.
- Trained staff on Shopify POS operations and online order fulfillment procedures, and served as the internal subject matter expert across all ecommerce systems and processes.

Ecommerce Manager

Mile High Glass Pipes / Smokerolla, Los Angeles, CA (Remote) | Apr 2020 – Sep 2022

- Built email and SMS lifecycle program from zero to 35% of total revenue at Mile High Glass Pipes within 18 months.
- Increased 90-day repeat purchase rate from 18% to 28% through systematic lifecycle and segmentation development.
- Improved 60-day LTV by 40% for multi-purchase customers through loyalty programs with no discount dependency.
- Grew site conversion rate to 4%+ via structured testing of product pages, checkout flows, and bundling.
- Built Smokerolla from the ground up: brand identity, Shopify storefront, product photography, inbound content strategy, and technical SEO. Entirely organic.

Ecommerce Manager

Payless Distributors, Los Angeles, CA | Dec 2017 – Apr 2020

- Launched first ecommerce operation for a B2B wholesale distributor with no prior digital infrastructure. Generated \$7M+ in revenue in year one.
- Integrated online, in-person, phone, and local delivery into a single omnichannel system.
- Lifecycle email and SMS programs reactivated 16% of dormant wholesale accounts.
- Automated tiered pricing and ordering across 500+ SKUs, eliminating manual entry errors.

Lead Graphic Designer

Jetro Restaurant Depot, Greater Chicago Area | Nov 2015 – Nov 2017

- Led creative strategy and managed a three-person design team for a major wholesale and retail operation, producing all sales-driving campaigns and promotional assets at scale.
- Owned email marketing campaigns across retail and wholesale customer segments, applying systematic testing of visual hierarchy and messaging to optimize purchase conversion.
- Produced monthly catalog publications and managed the full creative pipeline from vendor briefs to final delivery, training junior staff on brand standards throughout.

Marketing Graphic Designer

ColorFX, Inc., Los Angeles, CA | Jan 2013 – Oct 2015

- Executed email marketing campaigns and retention flows for a high-volume B2B print distributor, supporting repeat purchase behavior among wholesale accounts.
- Handled all graphic design for print and web, including catalog, packaging, and marketing materials, while maintaining visual consistency across the brand.
- Managed campaign reporting and contributed to production systems and QC protocols that supported a compliance-sensitive regulated vertical.

EDUCATION

Bachelor of Fine Arts (BFA), Multi/Interdisciplinary Studies | San Francisco Art Institute, San Francisco, CA | 2005 – 2009

CERTIFICATIONS

- Google Digital Marketing & Ecommerce Professional Certificate
- Salesforce Certified Platform Administrator
- Artificial Intelligence Fundamentals

LANGUAGES

English (Native/Bilingual) | Spanish (Full Professional)