

Shannon Cain

Ecommerce, Sales, Digital Marketing & AI Leader

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SUMMARY

Ecommerce, sales, digital marketing and AI leader with 20+ years in sales and management, 15+ years running ecommerce and digital marketing at director and COO level, and 20+ years in technology. Led \$50M+ in online sales across Shopify, Amazon and Walmart, and worked with buyers at Walmart, Amazon, Target, Sam's Club, Home Depot, Lowe's, Wayfair and Menards. Builds the systems behind growth: ERP/WMS rollouts, custom integrations, forecasting and reporting, and AI agents and automations used in daily operations. Founder of eCommWiz (2021), a Jacksonville digital agency.

CORE SKILLS

Sales & retail: B2B and B2C sales; wholesale; retail buyer relationships; vendor management; sales team training in ecommerce, wholesale, automotive and services

Digital marketing: Meta, Google (Search, Shopping, Performance Max), Amazon Ads and TikTok; SEO, local SEO and AI search visibility; email and SMS (Klaviyo, GoHighLevel); tracking (pixel, Conversions API, GA4); creative production

AI & automation: Scheduled AI agents with shared memory; custom MCP servers; ERP and reporting automation; AI image, video and voice production; AI-assisted development

Ecommerce: Shopify & Shopify Plus, WooCommerce, BigCommerce; Amazon Seller & Vendor Central, Walmart, Target, Wayfair; conversion and UX

Operations & supply chain: Odoo ERP/WMS, NetSuite; integrations; product sourcing and factory relationships; inventory, purchasing and forecasting; logistics, warehouse, 3PL and freight; P&L; team leadership

EXPERIENCE

WMS Systems & Logistics Operations Manager, PlantSwitch

Remote · Dec 2025 – Present

- Launched Odoo ERP/WMS company-wide: inventory control, order management, purchasing and warehouse workflows.
- Built a custom Shopify-to-Odoo integration in-house, replacing a paid third-party connector.
- Built leadership dashboards, delivery-based sales reporting and self-service scheduled reports.
- Designed a customer demand forecast and inventory run-out view used to time purchasing.
- Built an import purchase-order and container tracker covering every overseas order to the warehouse door.
- Automate routine checks and alerts, and use AI-assisted development to deliver in a fraction of the usual time.
- Rebuilding plantswitch.com solo, leading and doing the design and development, connected to Odoo.

Founder, eCommWiz

Jacksonville, FL · Nov 2021 – Present

- Founded and run a Jacksonville digital agency serving US small and mid-size businesses.
- Build custom websites and online stores on Shopify, WooCommerce, WordPress and standalone code, including custom plugins.
- Run paid media (Meta, Google, Amazon, TikTok), SEO, local SEO, AI search visibility, email and SMS for clients.
- Build AI agents and automations: platform-monitoring and prospect-research agents, a social posting agent with human approval, and AI card grading against live market prices.
- Wrote custom MCP servers connecting AI agents to Shopify, Odoo, Meta, Google Ads, Amazon Ads, TikTok and GoHighLevel.
- Deliver brand identities and set up warehouse, inventory and ERP/OMS/WMS systems.

Director of Ecommerce, Hans-Mill Corp

Ponte Vedra Beach, FL · Dec 2021 – Jun 2025

- Grew ecommerce sales 50% year over year across Shopify, Amazon and Walmart.
- Built and led a 12-person team across marketing, logistics, graphics and content.
- Raised Walmart content scores from 80% to 95%; redesigned the Shopify store to lift conversion.
- Ran Amazon strategy: Brand Registry, A+ Content, Sponsored Products/Brands/Display, Seller and Vendor Central, FBA.
- Launched a new brand from concept to market; managed the monthly P&L; company lead on AI projects.

Chief Operating Officer, EfactoryToMe

Jeffersonville, IN · Nov 2018 – Nov 2021

- Grew monthly sales to \$600K across Amazon, Walmart and Target while holding a 30% net margin.
- Led a team of 10 and restructured operations to reach 100% inventory accuracy.
- Lifted margins 60% year over year through marketing, process work and new sales channels.
- Negotiated vendor contracts worth \$50K+ in first-year savings.

Chief Operating Officer, BarProducts.com

New Salisbury, IN · Jun 2018 – Dec 2019

- Increased B2C orders 40% with social media and Google Ads campaigns, including influencer work with Snoop Dogg and Kodak Black.
- Moved the store from Magento to Shopify, cutting costs and improving security and speed.
- Improved monthly margins by \$4M (33%) through supply chain and vendor improvements.

Senior Director of IT and Operations, Greenstream International

Austin, TX · Nov 2014 – Dec 2017

- Grew net margins from 7% to 25% in six months by streamlining processes and roles.
- Drove \$1M B2C and \$7M B2B in monthly sales through ecommerce and partnerships.
- Secured and managed a high-value Lenovo contract.

Infantryman (11B), U.S. Army

Fort Benning, GA · Aug 2000 – 2002

- Served as an infantryman (MOS 11B) at Fort Benning, Georgia.

EDUCATION & CERTIFICATIONS

B.S., Computer Science, Sullivan University · Associate's, Computer Electronics, Hazard Technical College

CompTIA A+ · CompTIA Network+ · CompTIA Security+ · CompTIA Secure Infrastructure Specialist (CSIS) · CompTIA IT Operations Specialist (CIOS)