

# Dustin Vaughn Warncke

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**Author | e-Commerce Manager | Marketer | Sales Professional | Webmaster**

## Notable Skills

- Over 20 Years in Direct B2B and D2C Sales Experience in Multiple Industries
- Over 10 Years in E-Commerce, Graphic Design, and Marketing Experience in B2B and D2C Channels
- HTML, WordPress, Wix, Weebly, GoDaddy, Website Design Skills
- Skilled in Amazon FBA & FBM / WooCommerce / BigCommerce / Shopify / ECWID eCommerce Platform
- Master Copywriter with AI Technical Acumen
- Project Management Experience in Video/Audio/Photography Production, Advertising, Marketing, Development, & Digital Asset Management
- Email and SMS Marketing: Proficient in Klaviyo, Emma, Constant Contact, and MailChimp
- Skilled in Google and Meta (Facebook & Instagram) Advertising Campaigns
- Skilled in Facebook, Instagram, Twitter, and LinkedIn Social Media Marketing and Social Pilot, Hootsuite and Other Social Media Syndication
- Employee Management Experience
- Graphic Design: Canva and Adobe Creative Cloud Suite (Express, Premiere, Photoshop, & InDesign)
- Google Drive Suite (Sheets, Docs, Slides, Forms) and Microsoft Office Suite
- Skilling in Confluence, Wrike, ClickUp, Trello, & Notion Task Management Software
- CRM Experience: HubSpot, Salesforce, and Mirabel
- Professional Public Speaker/Presenter

## Professional Experience

### Lammes Candies Since 1885, Inc.

February 2023-August 2023

#### Ecommerce Manager

Grew online sales year over year in off-peak season. Geared up Omni-Channel initiatives with Amazon, Walmart, Kohl's, Target Plus, Kroger, and eBay. Grew D2C and B2B confection sales with ecommerce tools, social media marketing, email campaigns, digital advertising campaigns, and other sales channels in conjunction with managing projects with connected marketing and development agency.

### Upper Echelon Products, LLC

May 2021-September 2022

#### Internet Marketing Manager/Partnerships/Sales/Quality Control/Product Testing

Managed Amazon.com Fulfillment by Amazon/Merchant Fulfilled Channel business and managed marketing, external partnerships with closeouts, overstocks, and liquidations, secured federal government award contract and drop-ship vendor contract. Helped grow sales in new e-commerce and business to business channels.

Managed sponsored brand video ad productions and vendor and contractor relationships. Also managed Shopify e-commerce business for 7 private brands along with quality control and product testing for safety assurance.

Authored several standard operating procedures and video walk-thru guides.

## **Fortune Products, Inc. - AccuSharp Knife and Tool Sharpeners**

January 2020-November 2020

### **Marketing Manager / Amazon Manager**

Grew B2B two-step distribution sales through email campaigns, images, videos, press releases, sales, and marketing materials and many other marketing and ecommerce sales management tasks. Grew sales in new direct to consumer online sales/ecommerce markets and managed relationships with customers in traditional revenue streams via various direct sales and marketing methods for two-step distribution business model.

## **Texas Fish & Game Publishing Co., LLC**

June 2013-December 2019

### **Associate Publisher / Contributing Editor / Media Sales Representative / Columnist**

Worked with advertisers and magazine contributors in meeting monthly goals of advertising sales and editorial content. In charge of culminating and producing freshwater and saltwater fishing reports from contributing fishing guides for Texas Fish & Game Magazine, sold advertising to support revenue goals for monthly magazine and annual atlas, contributed to the FishGame.com blog, produced bi-monthly podcast and supported editorial staff. Sales tasks included cold and warm sales calls, following up on leads, attending industry tradeshow and business development.

## **Warncke Enterprises (Marketing Agency)**

September 2009 – Present (Part-Time)

### **Owner / Principal**

Website Design/Development/Maintenance, Consulting and Marketing/Advertising Services Serving numerous small businesses and organizations. Experience includes search engine optimization, Google Ads, eCommerce, eLearning courses, WordPress website design and custom website platform builds, video filming and production, branding, product development consulting, marketing material design, technical support, public speaking and presenting, and digital marketing services.

## **Volunteer/Community Involvement Experience**

- **Cross Water Outfitters**
- **Camp Agape Texas**
- **Hill Country Bowhunters**
- **Lone Star Bowhunters Association**

## **Education**

2002, Bachelor of Arts

### **Texas Lutheran University**

#### **Business Portfolio/Past Projects:**

<https://dustinsprojects.com/portfolio/>

#### **Graphic Design Portfolio:**

<https://dustinsprojects.com/graphic-design-portfolio/>