OFER (JOHNNY) LIFSHITS

GLOBAL MARKETPLACE & E-COMMERCE LEADER

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EXECUTIVE PROFILE

Hands-on marketplace and growth marketing leader with **10+ years building, operating and growing e-commerce businesses**. Combines commercial strategy with practical experience in Amazon operations, paid media, Shopify development and conversion optimization. Delivered **25%+ annual marketplace revenue growth**, managed an approximately **$5M annual Amazon business** and allocated **$1.2M in annualized Amazon advertising investment**. Brings founder experience, **100+ e-commerce projects** and cross-functional team leadership, with the ability to move from performance analysis to campaign, storefront and marketplace execution.

SELECTED CAREER IMPACT

~$5M annual Amazon business | **25%+ annual marketplace revenue growth**
~$1.2M annualized Amazon advertising | **$105K+ monthly Google Ads investment**
10+ consumer brands supported | **8+ person marketing and development team**

PROFESSIONAL EXPERIENCE

ONLINE BRAND GROWTH (OBG) | Amazon Account Manager

May 2026 - Present | US-based agency / Remote

- Manage **Amazon account strategy and day-to-day execution** across **10+ consumer brands**, combining commercial planning with hands-on performance analysis, listing optimization and launch preparation.
- Analyze **ASIN-level sales, advertising performance and product profitability** to develop pricing, promotion and growth recommendations for clients and agency leadership.
- Review **Amazon PPC search terms, targeting and campaign performance** with advertising specialists, turning findings into campaign structure, bid and budget recommendations.
- Drive **product launches and listing improvements** from product research and copy development through creative review, catalog coordination and live listing checks, working across PPC and inventory teams.

MEMOBOTTLE PTY | Senior Marketplace Manager

July 2023 - March 2026 | Australia / Global remote

- Delivered **25%+ annual marketplace revenue growth** by integrating advertising strategy, organic search visibility, conversion optimization and localized market execution.
- Managed strategy and daily commercial operations for an approximately **$5M annual Amazon business** across the **US, UK, Europe, Japan and UAE**, connecting market planning with advertising, listings and inventory execution.
- Managed approximately **$1.2M in annualized Amazon advertising investment** (~$100K per month), adjusting campaigns and budgets to demand, seasonality and product profitability.
- Evaluated growth opportunities at SKU and country level using contribution margins, advertising returns, marketplace fees and fulfillment costs to inform commercial decisions.
- Worked directly with leadership, creative, marketing and operations teams to **execute international marketplace plans**, resolve operational issues and align advertising with inventory availability.

PROFESSIONAL EXPERIENCE CONTINUED

MODE MOBILE | Senior E-Commerce Consultant / Digital Marketing Manager

October 2021 - May 2023 | Chicago, US / Remote

- Managed the **Shopify direct-to-consumer (DTC) business and end-to-end Amazon operations**, combining channel strategy with storefront optimization, marketplace execution and customer acquisition.
- Scaled Google Ads investment from approximately **$19K to $105K+ per month**, restructuring campaigns, refining targeting and optimizing acquisition performance.
- Launched **Walmart Marketplace** as an additional revenue channel, achieving **Best Seller positioning** for the Mode Earn Phone.
- Ran **30+ landing-page experiments**, improving landing-page conversion rates by **20%** and contributing approximately **$40K in additional monthly revenue**.
- Coordinated an **8+ person marketing and development team**, aligning paid acquisition, conversion testing and technical execution with commercial priorities.

TVM INC. | Senior E-Commerce & Digital Marketing Manager

January 2021 - September 2021 | Los Angeles, US / Remote

- Directed multichannel acquisition across Google, Meta and conversational marketing, supporting an approximately **$800K B2C pipeline**.
- Reduced wasted advertising spend by **20%+** through bid-management rules, campaign optimization and performance monitoring.
- Secured **top-three Amazon rankings** for targeted high-volume product keywords through coordinated listing optimization and Amazon PPC.

CRYSTAL LIONS | Founder & CEO / Head of Growth

July 2015 - November 2020 | Thailand

- Founded and operated a **Shopify marketing and web development agency** as a **Shopify Partner**, combining client strategy with hands-on storefront development, performance marketing and conversion optimization.
- Delivered **100+ Shopify and e-commerce projects** for international clients, translating business requirements into storefronts, marketing campaigns, conversion improvements and automation.
- Led multidisciplinary teams of developers, marketers and analysts across international client engagements, with responsibility for **client relationships, project delivery and quality standards**.
- Operated a DTC fashion business alongside agency services, owning **acquisition, merchandising, customer experience, operations and profitability**.

CORE COMPETENCIES & PLATFORMS

Commercial leadership: Marketplace strategy | Strategic account management | International expansion | Revenue growth | Pricing and promotions | Cross-functional leadership

Growth marketing: Performance marketing | Media budget allocation | Conversion rate optimization (CRO) | Amazon SEO | Profitability analysis | Inventory planning

Platforms: Amazon Seller & Vendor Central | Amazon PPC / Ads (Sponsored Products, Brands, Display) | Walmart Marketplace | Google Ads | Shopify | GA4 | Looker | Klaviyo

SELECTED CERTIFICATIONS

Google Digital Marketing & E-Commerce | Google Project Management | Amazon Sponsored Ads | Google Cloud Looker | LinkedIn Marketing Fundamentals | AI-Driven Growth Marketing Strategy