Todd Sullivan

eCommerce Developer & Digital Commerce Strategist

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Summary

eCommerce developer and digital commerce strategist with over 25 years of experience designing, building, and optimizing online storefronts, transactional platforms, and integrated digital commerce ecosystems. Extensive hands-on experience across leading eCommerce platforms including Shopify, WooCommerce, Wix, Squarespace, and custom-built solutions—delivering high-performing, conversion-focused storefronts for clients across retail, technology, and B2B sectors. Proven track record growing eCommerce revenue through strategic platform development, UX/UI optimization, CRM and payment integrations, and data-driven digital marketing. Deep expertise in SEO/SEM, Google Analytics, Google Ads, and email marketing to drive qualified traffic and maximize online sales performance. Early pioneer in B2B eCommerce and API-driven commerce integrations, with a career-long passion for building seamless, scalable online buying experiences. Actively leverages AI and automation tools including ChatGPT, Claude, and n8n to accelerate storefront development and streamline commerce operations.

Experience

Marumba

Owner / eCommerce Developer & Digital Commerce Consultant

September 1995 - Present (30 years, 8 months)

Founded and operate a full-service digital consultancy with a strong focus on eCommerce development, having designed and aunched dozens of online storefronts for clients across industries—handling everything from platform selection and storefront build to integration, optimization, and ongoing growth.

- Design and develop eCommerce storefronts on Shopify, WooCommerce, Wix, Squarespace, and custom-built platforms—delivering conversion-optimized shopping experiences tailored to each client's brand, products, and customer journey.
- Advise clients on platform selection, storefront architecture, and commerce strategy, matching business requirements to the right technology stack for scalability and performance.
- Implement payment gateway integrations, shipping configurations, tax logic, and inventory management systems to ensure seamless transactional functionality from cart through fulfillment.
- Connect eCommerce platforms to CRM systems, email marketing tools, and analytics platforms—enabling unified customer data, automated marketing flows, and full-funnel visibility into commerce performance.
- Execute SEO, Google Ads, and email marketing strategies specifically tuned to drive eCommerce traffic, reduce cart abandonment, and increase average order value and repeat purchase rates.
- Leverage AI and automation tools (ChatGPT, Claude, n8n) to streamline storefront builds, automate order and inventory workflows, and deliver smarter commerce solutions for clients.

Key Skills: *JavaScript, Vue.js, ColdFusion, HTML/CSS, SQL, REST API, Salesforce, Marketo, Hubspot, WordPress, Drupal, Shopify, WooCommerce, Wix, Squarespace, Google Analytics, Semrush, Yoast SEO, ChatGPT, Claude, n8n*

Blue Yonder (formerly JDA Software)

Lead Developer / Senior Webmaster

September 2006 - February 2023 (16 years, 5 months)

Served as lead developer for all web and digital platform initiatives at a global supply chain software company. While not an eCommerce role, developed deep expertise in large-scale transactional systems, complex API integrations, and high-volume online registration and payment processing—skills directly transferable to enterprise eCommerce environments.

- Built and operated a high-volume online event registration and payment platform processing 24,000 registrations and collecting nearly $12M over its lifetime—applying eCommerce-grade transactional architecture to conference and event management at scale.

- Developed deep Salesforce integration into the corporate web platform, establishing real-time data exchange between web systems and CRM—directly parallel to eCommerce CRM integration workflows.
- Administered marketing automation and analytics platforms including Marketo, Eloqua, and Google Analytics, building campaign infrastructure and reporting frameworks focused on lead conversion and funnel performance.
- Implemented Google Ads programs and SEO strategy across corporate web properties, optimizing for qalified traffic acquisition—skills central to driving eCommerce revenue through paid and organic search.

Key Skills: *HTML/CSS, ColdFusion, JavaScript, SQL, HTML/CSS, Salesforce, Marketo, Eloqua, Sitecore, 6sense, Google Analytics, Google Ads, REST API, Semrush, MOZ Analytics, Google Search Console, Landing Page / Email Templates*

Lumension Security (formerly PatchLink)

Lead Developer / Senior Webmaster (2 years, 3 months)

Owned all web development for a B2B security software company, transforming a static site into a dynamic, conversion-focused digital platform and establishing a strong organic search presence that drove inbound lead and sales pipeline growth.

- Rebuilt PatchLink.com into a dynamic ASP/SQL-driven platform designed to capture and convert inbound traffic—applying conversion-focused development principles analogous to eCommerce storefront optimization.
- Built a Partner Portal supporting channel partner engagement and digital content delivery, creating a structured online experience for a key revenue-driving audience.
- Implemented SEO and Google AdWords strategy that achieved a #1 organic ranking for 'Patch Management,' demonstrating the ability to drive high-intent traffic through search—a core eCommerce growth lever.

Vcommerce (formerly Vstore)

Senior Developer / eCommerce Platform Lead (4 years, 2 months)

Core developer on a dedicated eCommerce platform company, designing and maintaining online storefronts for multiple clients simultaneously and managing all aspects of storefront functionality, client integrations, and platform reliability across hosted and embedded deployment models.

- Designed and maintained eCommerce storefronts for a portfolio of clients, customizing product displays, checkout flows, and transactional functionality to meet each client's specific commerce requirements.
- Managed both hosted and embedded storefront integrations, ensuring seamless commerce functionality whether deployed as a standalone site or embedded within an existing client web environment.
- Oversaw all development and maintenance of Vcommerce.com and Vstore.com corporate web properties, maintaining platform credibility and supporting sales and marketing efforts for the business.

Insight

Senior Developer / eCommerce Lead (2 years, 1 months)

Responsible for all development and eCommerce operations for Insight.com, one of the largest online computer reseller platforms of its era—delivering exceptional revenue growth and pioneering B2B eCommerce integrations that were groundbreaking at the time.

- Developed and continuously enhanced Insight.com's eCommerce platform, managing a catalog of over 10,000 computer products and growing annual online sales from under $1M to over $13.5M—a 13x revenue increase driven by platform improvements and commerce strategy.
- Engineered the first B2B shopping cart transfer integration with 3Com Corporation using XML-based data exchange, enabling seamless cross-system purchasing between enterprise buyers and the Insight storefront—a pioneering achievement recognized in InformationWeek Magazine and a direct forerunner to modern eCommerce API integrations.

- Managed all aspects of the eCommerce product catalog, site functionality, and transactional systems, ensuring platform reliability and performance for a high-volume online retail environment.

Core Competencies

JavaScript / Vue.js / HTML / CSS	*API & Third-Party Integrations*	*Salesforce Integration*
UX/UI Design & Prototyping	*Google Analytics Implementation*	*ColdFusion / ASP / .NET*
WordPress / Drupal / Sitecore	*Marketo / Eloqua Integration*	*Custom eCommerce Development*
AI Tools (ChatGPT/Claude /n8n)	*SQL / Database Architecture*	*Shopify / Wix / Squarespace*
6sense / MarTech Integrations	*Custom CMS Development*	*Storefront Design & UX Optimization*
Conversion Rate Optimization (CRO)	*Email Marketing & Abandoned Cart Flows*	*Product Catalog Management*
eCommerce Data & Reporting	*Payment & CRM Integration*	*Version Control / Git*

Education

James Madison University
BBA, Productions Operations Management

Certifications

Google Adwords Search Certification
Google Adwords Display
Google Analytics Certification
Learning PPC with Google Ads
Online Marketing Foundations
HubSpot Academy: AI for Marketers
Google Digital Marketing & E-commerce Professional Certificate (In Progress)