ZOE GARRETT

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CREATIVE COMMERCE | WEB DEVELOPMENT | E-COMMERCE GROWTH

DESIGN IT | BUILD IT | MERCHANDISE IT | MARKET IT | MAKE IT WORK

PROFILE

Multidisciplinary digital commerce professional, designer, web builder, and online business owner with hands-on experience across Shopify, Amazon, Walmart, eBay, front-end development, SEO, product merchandising, campaign creative, photography, video, and business operations. I take a messy product, page, campaign, or idea and turn it into something polished, functional, customer-ready, and built to sell.

PROOF OF IMPACT

2,553	~300	4	3
SHOPIFY PRODUCTS STANDARDIZED	PRODUCT DESCRIPTIONS REBUILT	COMMERCE CHANNELS WORKED ACROSS	AUTOMOTIVE BRANDS SUPPORTED

CURRENT CONTRACT

Contract Web Developer / E-Commerce Operator

Present

SL FOAM INDUSTRIES - CONTRACT WITH OWNERS - SL-FOAM.COM

- Run day-to-day web and e-commerce operations for SL Foam Industries under contract with the owners, managing the storefront, product presentation, content, customer inquiries, and site experience for custom EVA foam products.
- Manage customer paths for Sideline Foam and Ladder Ease, including FAQs, bulk orders, contact flows, product education, and the business and content needs that keep the site clear and useful.

PROFESSIONAL EXPERIENCE

Digital Merchandise Coordinator / Web Developer

2026

NITRODAVES GROUP - NITROUS OUTLET, FLO SUPPLY, METHHEADZ

- Worked across the full digital commerce stack for three automotive performance brands: storefront UX, product data, merchandising, marketplaces, SEO, code, creative, promotions, and customer education.
- Standardized 2,553 active Shopify products, rebuilt approximately 300 product descriptions, corrected 57 duplicate titles, and improved catalog structure, consistency, and customer-facing product information at scale.
- Supported multichannel catalog and listing work across Shopify, Amazon, Walmart, and eBay, including product content, marketplace readiness, listing quality, attribute and product-type troubleshooting, and bulk merchandising workflows.
- Built and refined Shopify landing pages, custom theme sections, promotional experiences, and mobile UX with Liquid, HTML, CSS, and JavaScript; diagnosed navigation, product-page, cart, fitment, and YMM issues.
- Improved technical SEO and discoverability with JSON-LD structured data, metadata, crawl and index controls, Open Graph and Twitter tags, content improvements, page audits, and performance-focused theme cleanup.
- Built HubSpot email HTML and campaign creative, produced sales banners and product education, and supported Google Ads reporting, SMS and loyalty initiatives, seasonal promotions, marketplace content, and cross-brand launches.

Founder / Creative Director

2024 - Present

ZOE'S CREATIONS - ONLINE STOREFRONT

- Founded and actively operate an online creative storefront combining graphic design, custom merchandise, apparel and print production, decals, labels, promotional pieces, photography, video, and made-to-order brand work.
- Design brand visuals, logos and supporting assets, apparel graphics, print-ready production files, product mockups, social creative, digital ads, web and email graphics, and customer-facing promotional materials.
- Own the complete client workflow from inquiry and concept development through pricing, quotes, revisions, invoicing, vendor coordination, production timelines, quality control, and final delivery.
- Produce and edit short-form video, campaign content, interviews, reels, photography, and event coverage, including stabilization, audio cleanup, pacing, question-card treatments, platform-ready exports, and delivery within real budgets and deadlines.

ZOE GARRETT

CREATIVE + TECHNICAL TOOLKIT

MY EDGE

DESIGN + BUILD

Create the visual direction, build the Shopify or web experience, shape customer-facing copy, and troubleshoot the implementation.

IDEA TO LIVE

Take a project from rough idea to research, copy, design, code or build, launch, QA, reporting, and revisions. Finish the loop.

COMMERCE INSTINCT

Product content has to be accurate, listings have to work, pages have to convert, mobile has to behave, and buying has to feel easy.

CONTENT MACHINE

Graphic design, email creative, web banners, photography, video, reels, social assets, product education, promotional messaging, and campaigns.

MULTI-BRAND THINKING

Keep brands visually distinct while thinking about the real customer journey: search, click, questions, objections, confidence, checkout, and aftercare.

OWNER MENTALITY

Pricing, client communication, invoicing, vendors, production, timelines, margins, revisions, fulfillment, and accountability - not just the creative part.

CREATIVE + TECHNICAL TOOLKIT

GRAPHIC DESIGN	Brand assets, logos and supporting systems, apparel art, DTF and print files, decals and labels, mockups, social graphics, web and email creative, campaign graphics
WEB + CMS	Shopify, WordPress, Liquid, HTML, CSS, JavaScript, theme sections, landing pages, mobile UX, product-page troubleshooting, YMM and fitment support
E-COMMERCE	Digital merchandising, product data, catalog cleanup, description rebuilds, collections, promotions, conversion-minded UX, Shopify, Amazon, Walmart, eBay
MARKETING + SEO	SEO, structured data, metadata, content strategy, HubSpot email HTML, Google Ads reporting, SMS, loyalty, sales campaigns, product education
PHOTO + VIDEO	Photography, campaign and event coverage, short-form video, reels, interviews, editing, stabilization, audio cleanup, pacing, graphics, titles, platform exports

SELECTED PROJECT WORK

MULTI-BRAND COMMERCE + SEO - Created and refined brand landing experiences, product merchandising, technical SEO, mobile fixes, promotional pages, marketplace content, and customer education for Nitrous Outlet, Flo Supply, and MethHeadz.

CAMPAIGN CONTENT PRODUCTION - Planned, filmed, edited, and delivered campaign-focused interviews, short-form reels, photography, event coverage, graphics, and polished audio and video content across multiple filming days.

CUSTOM MERCHANDISE + PRINT - Developed client artwork and production-ready assets for apparel, hats, totes, tumblers, decals, labels, and promotional merchandise while coordinating sourcing, production, revisions, and delivery.

EMAIL + PROMOTIONAL CREATIVE - Built HubSpot email creative and HTML, sale campaigns, banners, product-focused messaging, SMS and loyalty support, and conversion-oriented promotional content across multiple brands.

ADDITIONAL EXPERIENCE

Administrative Support Specialist | Texas Railroad Commission	2022 - 2026
Key Holder / Operations Leader | Doghouse Sports Bar & Grill	2026
Bartender | Cricket's Grill & Draft House	2026
Key Holder / Bartender | Erler's Texas Tavern	2025 - 2026
Sales Representative | Altman Plants	2019 - 2021
Medication Assistant | Knopp Assisted Living Center	2015 - 2018
Bartender | Mama's Place - Mexia	Current / occasional

EDUCATION

B.S. PSYCHOLOGY

In progress | Expected May 2029

DEAN'S LIST

Every semester

HIGH SCHOOL DIPLOMA