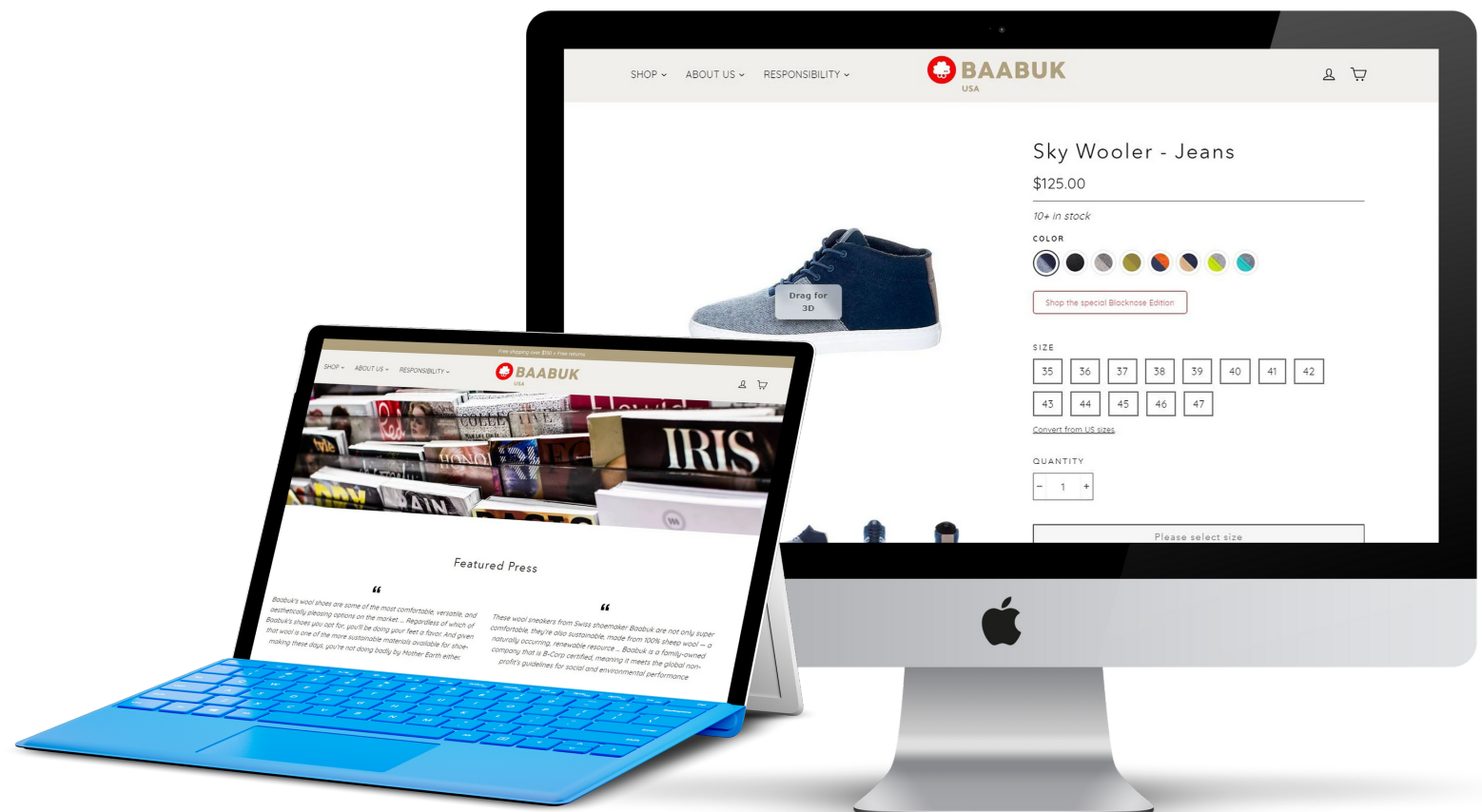


A project in

# ECOMMERCE GROWTH STRATEGY & SHOPIFY

Baabuk is a Swiss footwear brand that designs and manufactures sustainable wool footwear and accessories. As a B-Corp certified brand, responsible & ethical practices are top priorities for their business. Baabuk hired me in 2015 to provide digital strategy services & grow the eCommerce / D2C channel. I continue to work with Baabuk daily in a fully integrated role that has become much more in-depth than a standard contract project.



Over the course of four years, Baabuk has more than tripled in growth with significant performance improvements in key D2C markets and marketing channels, such as Affiliate, SEO, PPC, and email marketing.