

Blake Pratt

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PROFESSIONAL EXPERIENCE

Product Development Manager

09/2024 - 09/2026

BLUE MARBLE, Ashland, OR

- Led and mentored 5 product developers and new managers to strengthen cross-functional relationships
- Extracted, analyzed, and recommended actions from 1,500 rows of consumer data in Excel from Circana industry datasets
- Implemented product planning to grow the product line by 97% from 83 in 2024 to 163 in 2025
- Built a new customer contact tracking system that helps identify product issues for improvement
- Decreased development time by 18% in Q1 2026, achieving a 2026 company initiative: 159 days to develop
- Created, negotiated, and managed inventor and exclusive distributor contracts

Ecommerce Consultant (Contract)

07/2024 - 08/2024

[SUPER73](#), Irvine, CA (Remote)

- Audited current website ecosystem and performance, presenting a 26% revenue growth opportunity after implementation

Director, Digital Merchandising (Contract)

09/2023 - 03/2024

[GATHR Outdoors](#), Nashville, TN (Remote)

- Developed and executed digital strategy and SEO for 5 Shopify Plus brand websites with 200+ items: [GCI](#) | [Klymit](#) | [Waterport](#) | [Rightline Gear](#) | [CVT](#) | Orca Coolers – Closed 2024
- Established onboarding documentation and a reference library for the Ecommerce team
- Aligned all brands on upcoming campaigns with a rolling 3-month marketing calendar
- Achieved weekly sales goals, increasing sales by 20%
- Launched the first Holiday Gift Guide, influencing \$70K+ in revenue in 6.5 weeks

Ecommerce Operations Manager

08/2022 - 05/2023

BDA, LLC, Woodinville, WA

- Expanded front-end developer team to 9 people, migrating websites generating annual sales of \$150M+
- Migrated 18 websites to Adobe Commerce Platform, formerly Magento 2
- Developed client communication documents for migration process, improving communication with 40 account managers and their clients
- Implemented QA processes for order and site testing spanning 5 departments to ensure 100% accuracy of migrated order flow

ZUMIEZ – Full Time**11/2004 - 08/2022**zumiez.com**Senior Manager Ecommerce Analytics and Procurement****07/2021 - 08/2022**

ZUMIEZ, Lynnwood, WA

- Owned digital P&L, \$25M, and forecasted sales and orders at a daily level
- Improved tool ecosystem with AI for copywriting and tool connectivity
- Successfully implemented Search & Browse tool
- Constructed reporting in Looker for the Loyalty App, tracking 2M downloads and higher engagement

Senior Manager E-Commerce Analytics & Production**09/2016 - 07/2021**

ZUMIEZ, Lynnwood, WA

- Built a team of analysts accountable for digital platform decision-making
- Created a culture of A/B Testing to improve overall customer experience
- Generated \$6M in influenced revenue from A/B testing campaigns from 2017 to 2020
- Managed a 3-season catalog budget, quarterly projections, and distribution
- Facilitated 30% digital growth, \$50M over 5 years
- Developed omnichannel performance reporting, allowing the Zumiez Delivery program (ordered same day) to expand into 36 markets
 - Program saved \$5 per package in 2020 Q4, \$220K compared to standard carriers like UPS, FedEx, DHL

Online Category Manager & Production**04/2013 - 08/2016**

ZUMIEZ, Lynnwood, WA

- Managed over \$100M in sales across nine departments
- Built and led a 4-member merchandising team
- Mentored and developed PIM Manager to drive team and daily production numbers
- Ignited 20% YoY sales growth, \$20M over 3 years through aligning Buying, Digital, and Marketing on GTM strategies

Buyer**03/2010 - 03/2013**

ZUMIEZ, Lynnwood, WA

Assistant Buyer**01/2008 - 03/2010**

ZUMIEZ, Lynnwood, WA

Senior Loss Prevention Analyst**01/2006 - 01/2008**

ZUMIEZ, Lynnwood, WA

Assistant Store Manager**11/2004 - 01/2006**

ZUMIEZ, East Wenatchee, WA

EDUCATION

B.A. Accounting and Business Management

Whitworth University, Spokane, WA

CERTIFICATIONS

- Certified Google Analytics for Beginners (Google)
- Certified Advanced Google Analytics (Google)
- Certified Google Analytics for Power Users (Google)
- Certified Learning SQL Programming (LinkedIn)
- Certified Getting Started with Power BI (LinkedIn)
- Certified Agile Foundations (LinkedIn)
- Certified Learning Shopify (LinkedIn)
- Certified Shopify Essential Training (LinkedIn)
- Certified Remarketing Strategies with Google Ads and Analytics (LinkedIn)

TECHNICAL KNOWLEDGE

- Ecommerce Platforms: Magento M1 & M2, Shopify, Shopify Hydrogen
- Search & Browse: Endeca, Reflektion, Searchspring, Shopify Search & Discovery
- CMS & Analytics: Sanity.io, Google Analytics GA4, Google Tag Manager, Looker Studio, DOMO
- Data & Programming: SQL Basics, Power BI
- Marketplaces: TikTok Shop, Amazon Marketplace
- Testing & Reviews: Interaction Studio formerly Salesforce A/B Testing, UserTesting, Yotpo, Stamped.io
- Project & Collaboration: Monday.com, Basecamp, JIRA, Confluence, Smartsheet, Product Plan
- Product Lifecycle: Centric PLM, Circana/Unify+
- Productivity: Google Docs, Sheets, Slides, Zoom, Microsoft Teams, Slack