

# SEAN JOHNSON

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## SUMMARY

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Full-stack e-commerce marketer running paid acquisition, lifecycle, SEO, organic social, and Shopify development for a DTC retailer. Scaled annual revenue 75% YoY and ran three consecutive sale events that finished above the 3x ROAS benchmark most recently 4.67x and 8.69x, replacing a \$2,500/month external agency on the second event. Came up through high-volume content production (1,800+ short-form videos at DKOldies) and independent brand work; comfortable owning the channel mix and the P&L behind it.

## EXPERIENCE

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**Marketing Director** Jan 2025 – Present · *Detailing World* · Manheim Pa

- **Ran three consecutive sale events above the 3x ROAS industry benchmark — 2.90x (agency-run), 4.67x (in-house), and 8.69x (in-house flash, \$396 spend).** Replaced the external \$2,500/month marketing agency between sales 1 and 2 and outperformed them by 61% on the next head-to-head campaign. Same store, same audience, same product catalog.
- **Scaled annual revenue 75.5% YoY — from \$119K to \$209K in 12 months — as the sole marketer responsible for paid media, email, SEO, organic social, and storefront.**
- **Managed external vendor relationships and budget allocation:** evaluated agency performance against defined KPIs and consolidated reporting from Google Ads, Meta, Shopify Analytics, and GA4 into monthly performance reviews tied to profit-after-marketing, not just ROAS.
- **Solo-led Shopify rebuild (Nov 2025)** that produced a **228% December sales surge** and a streak of zero zero-sale days post-launch. Cut cost-per-order from \$25.41 to \$13.04 across the sale series; held returns rate at 0.07% versus the agency's 6.88%.

**Content Creator & Social Strategist** Sept 2023 – Dec 2024  
*DKOldies* · Morgantown, PA

- **Produced 1,800+ short-form videos** over 15 months at a strict 4-video/day quota, feeding a 5M+ follower ecosystem including a 1.83M-subscriber YouTube channel.
- Held output volume steady through a 50% team reduction by rebuilding production workflows.

**Founder & Producer** 2024 – Present  
*Shrimp Tank Live* · Remote (Evenings)

- Built and operate a 24/7 livestreaming YouTube brand, own brand identity, content strategy, merchandising, and community engagement end-to-end. Serves as a personal R&D lab for short-form pacing, audience retention, and algorithm testing that directly informs day-job paid social work.

## EARLIER EXPERIENCE

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**Founder & Brand Lead — Xenesis Apparel (2021–2022):** independent streetwear brand, end-to-end. **Brand Designer — Lancaster Home Design (2020):** visual identity and collateral. **Marketing Assistant — Switch VR (2018–2020):** local paid ads supporting retail — 35% lift in foot traffic.

## SKILLS

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**Paid Acquisition:** Google Ads (Search, Shopping, PMax), Meta Ads, TikTok Ads. Targeting, creative testing, budgeting.

**Lifecycle & Email:** Klaviyo flows, segmentation, abandoned cart, post-purchase, SMS, deliverability.

**E-commerce & CRO:** Shopify theme customization, A/B testing, funnel optimization, SEO (technical + on-page).

**Analytics:** Shopify Analytics, GA4, attribution modeling, blended ROAS, profit-after-marketing P&L reporting.

**Design, Content & Web:** Adobe Creative Suite, Premiere/Final Cut, short-form video, Shopify Liquid, HTML/CSS/JS.

## EDUCATION

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**Associate of Applied Science, Print Design Technology — Thaddeus Stevens College of Technology 2020 – 2022**