

Christopher Ramos

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Marketing and e-commerce operator with over a decade at a luxury multi-brand retailer. Helped open the store and managed it before being pulled behind the scenes into operations, eventually owning the email, paid media, reporting, and site systems the business ran on across three brands. Worked across buying, merchandising, and creative rather than inside a single function.

Experience

Independent Consultant — Brand & Communication Systems

Ghurka (remote) · 2025 – Present

Rebuilt B2B and B2C communication frameworks for a heritage luxury brand, standardizing product storytelling, sales presentation, and reporting materials across digital and print for internal and buyer-facing use.

Digital Marketing & Design Manager

Finch Co. — XHIBITION / Rule of Next / two : minds · 2014 – 2025

Luxury multi-brand retailer, 50+ global and emerging designers, e-commerce and physical retail. Started in store management at opening and moved into operations; scope grew from one brand to three.

Email & Lifecycle

Rebuilt the email program on segmentation and behavioral triggers with continuous A/B testing across subject lines, timing, design, and content; open rates +105%, click rates +30%, conversion +9%.

Grew attributed email revenue 91% YoY, \$474K to \$907K.

Built lifecycle automation (welcome, post-purchase, win-back) from near-dormant flows to \$112K in annual revenue, up from \$33K.

Implemented dynamic product blocks, raising average cart from 1.4 to 2.2 items and AOV from \$180 to \$223.

Klaviyo used the account as an internal case study for email optimization.

Paid Media & Analytics

Audited agency-managed Meta campaigns, identified 0.83 ROAS, and moved the operation in-house; rebuilt targeting, creative rotation, and bid strategy to reach 5.55 ROAS on reduced spend.

Consolidated Meta, Google Analytics, and Shopify data into a single weekly reporting model in Google Sheets, with built-in formulas calculating revenue, ROAS, and growth for ownership.

Ran multi-channel campaign strategy across primary and diffusion brands against ROAS targets.

Merchandising & Cross-Functional Planning

Sat between buying and marketing to align promotional calendars, working against buying-team forecasts to set sale timing and promotional depth in service of sell-through and inventory goals.

Led cross-departmental planning sessions connecting promotional strategy to inventory position and revenue targets.

Executed visual merchandising and category hierarchy for promotional events.

Built and delivered recurring executive business reviews for global brand partners, synthesizing sales, inventory, merchandising, and marketing performance into decks with go-forward recommendations.

E-Commerce & Site

Owned Shopify Plus backend, site speed optimization, and SEO implementation.

Developed SEO-driven blog content program with keyword research and editorial production.

Built the product and lifestyle photography workflow, holding the fastest turnaround on the team while maintaining brand standards.

Produced homepage creative and promotional graphics tied to seasonal campaigns.

Creative Direction

Directed off-site campaign photoshoots concept through execution, managing creative teams on budget; the resulting assets consistently outperformed all other campaign creative across channels.

Held visual identity and packaging as a system across three brands rather than rebuilding per project.

Established centralized digital asset management across email, social, and site.

Intelligence Analyst

U.S. Air Force / NSA/CSS · Fort Gordon, GA · 2004 – 2010

Analyzed complex information and produced written assessments used by senior decision-makers.
Delivered time-sensitive analysis under tight deadlines and strict accuracy requirements.
Rewrote the onboarding and training manual for incoming analysts, reducing ramp time for new hires.
Coordinated with analyst teams across multiple agencies on joint assessments and briefings.
Held Top Secret/SCI clearance.

Founder & Creative Director

v1984 · 2014 – Present · v1984.art

Independent music and art direction practice. Releases on Glacial Industries (Dublin) and Knives (Berlin); coverage from FACT. Art direction for Purple Tape Pedigree, Glacial Sound, Sharp Veins, and Blastah. Scores for Adult Swim, for gallery work with Manolis D. Lemos and Tianzhuo Chen, and for a BFI-programmed short at the London Short Film Festival. Writing credit on a Cashmere Cat release. Creative direction, design, and artist relations for BUILD, a Columbus event series, 2013–2019. Designed both project sites.

Industrial Design Teaching Assistant

Cleveland Institute of Art · Summers 2013, 2014

Supported full-day studio instruction for high school students in the Pre-College Industrial Design Program, guiding concept development, critique, and final presentations.

Education

Cleveland Institute of Art — BFA, Industrial Design

Core Competencies

Email & Lifecycle Marketing · Retention & CRM · Paid Media Management · KPI & Revenue Analysis · Pricing & Merchandising Analysis · Executive & Stakeholder Reporting · Sales & Inventory Data Synthesis · A/B Testing & Optimization · Conversion Rate Optimization · E-Commerce Operations · Visual Merchandising · Creative Direction · Cross-Functional Collaboration · Process & Systems Design

Tools

Shopify Plus · Klaviyo · Attentive · Google Analytics · Meta Ads & Business Manager · Google Sheets (VLOOKUP, custom formulas) · Adobe Creative Suite · Heartland CRM · Asana · Slack