

Darren Hill

AI-Native Ecommerce Growth Leader

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SUMMARY

AI-native ecommerce growth leader with 8+ years driving DTC revenue across Shopify, Klaviyo, and full-funnel paid media. Owns strategy and executes daily, building lifecycle marketing, SEO, GEO/AEO, and automation systems that turn into measurable, revenue-tied growth. Scaled two DTC startups from launch to eight figures and secured alcohol, beverage, and CPG brand partnerships. Uses AI tools daily to ship faster and improve marketing systems — ready to lead ecommerce growth end-to-end as Head of Marketing.

EXPERIENCE

Founder & Ecommerce Growth Consultant

2023 – Present

Bowman Media | Carlsbad, CA

- Build full-funnel ecommerce growth systems for DTC brands across Shopify, Klaviyo lifecycle flows, paid media, SEO, and AI-assisted content and automation.
- Generated \$33,080 in revenue and 2,659 new customers from a 6-week giveaway and Klaviyo lifecycle campaign for a DTC coffee brand.
- Drove \$20K in 30 days pre-selling VIP memberships for an outdoor brand via a launch funnel and email campaign optimization.
- Develop monthly growth plans tied to revenue metrics, optimize conversion rates, and build weekly reporting to guide spend and prioritization.
- Deploy AI tools (ChatGPT, Claude) and GEO/AEO tactics to improve LLM visibility and lower customer acquisition cost.

Head of Partnerships

2024 – Present

Cursive | San Diego, CA (Remote)

- Own the full revenue partnership function for an identity-resolution and AI-agent platform serving growth-stage ecommerce and B2B brands.
- Run multi-channel outbound (email, LinkedIn, cold outreach) to source, qualify, and close revenue-share and co-sell agreements.
- Translate partner and market feedback into product and AI roadmap priorities alongside product and engineering.

Marketing Director, Brand Partnerships & Audience Growth

2024 – 2025

Dusted Company | San Diego, CA

- Secured and managed alcohol and beverage brand sponsorships including Ashland Hard Seltzer, Modern Times Beer, and Solento Tequila.
- Expanded production venues 3x and grew social following 10% through partnership and content campaigns.
- Launched and grew a sponsored 9-episode podcast, building a repeat audience across San Diego and LA.

Marketing Director, Strategy & Growth

Aug 2017 – 2023

Origins | Lehi, UT

- Scaled an ecommerce client to 1,000+ orders/day and \$4M in revenue within six months through data-driven acquisition.
- Led email segmentation, A/B testing, SEO, and paid social to grow visibility, engagement, and repeat purchase.

- Built and managed affiliate networks and lead-gen funnels driving compounding ROAS across multiple clients.
- Negotiated fulfillment and customer service partnerships to streamline operations and protect margin.

Performance Marketing Specialist

2016 – 2019

Silk Road Media

- Helped scale a DTC health and wellness startup (supplements, skincare) from launch to \$20M in revenue in 12 months.
- Drove 1,000+ sales/day through performance marketing across ad networks and affiliates.
- Opened and managed 80+ merchant accounts processing up to \$2M/month.

ALCOHOL & BEVERAGE / CPG EXPERIENCE

- **Modern Times / Ashland Hard Seltzer** — on-premise and key accounts sales.
- **Jose Lopez Portillo Tequila** — retail partnerships with Costco, Rite Aid, and additional national retail introductions.
- **Markstein (Budweiser distributor) and 5 Star Beverage** — non-alcohol beverage sales.

SKILLS

Ecommerce & Lifecycle: Shopify, Klaviyo (campaigns, flows, segmentation, reporting), Email Marketing, Lifecycle Marketing, Conversion Rate Optimization (CRO), Amazon

Paid Media: Meta Ads, Google Ads, TikTok Ads, Paid Social, Paid Search

SEO & AI Search: Search Engine Optimization (SEO), GEO, Answer Engine Optimization (AEO), LLM Visibility, AI Search Platforms

AI & Automation: ChatGPT, Claude, Gemini, Perplexity, AI Agents, MCP Servers, Zapier, Make, Airtable, Notion

Analytics & Testing: GA4, Weekly Reporting Dashboards, A/B Testing, Data-Driven Growth Planning