

HUGH CHASTON

Kansas City, MO | contact@hughchaston.com | www.hughchaston.com

SUMMARY

Prior professional experience in Australia: Melbourne and Adelaide, but now based in Kansas City with an extensive career in eCommerce and eCommerce Management. A highly experienced digital marketing professional with the ability to quickly adapt to new systems. A strong user of Adobe Creative Cloud with an acumen for promotional video production for marketing and eCommerce promotion.

Adept in front-end web development and well-versed in several coding protocols, combines technical expertise with effective communication and identifies opportunities for reductions in time and labor resources. An asset to any eCommerce or growing organization.

EDUCATION

University of Canterbury – Christchurch, New Zealand
Bachelor of Arts (Film, French, Spanish)

PROFESSIONAL EXPERIENCE

McLiney Lumber LLC - Kansas, USA

2023 - 2024

Digital Marketing and eCommerce

McLiney Lumber owns Homebase USA, a rural hardware store chain that supplies lumber and hardware to remote areas. HomeBase USA relies heavily on a buy online - Pick-up in-store model (BOPIS).

- Managing 9 eCommerce stores and their daily changes.
- Curating daily, weekly, and bi-weekly data changes.
- Coordinating social media material for FB, Instagram, and Twitter.
- Creating video animations for social media.
- Designing banners and sliders based on current catalog campaigns.
- Implemented Google Ad campaigns.
- Updating product data and images using database and POS systems.

Achievements:

- Streamlining the promotion process.
- Introducing unutilized social media tools for increased customer reach.
- Managing and creating new Google Ad campaigns (previously Unutilized).
- Increased the amount of enriched/enhanced products on a monthly basis.

Impact Tools - Adelaide, AU

2021 - 2023

Digital Marketing , Videographer and eCommerce Manager

Impact Tools is a Tool Hardware supplier located in Adelaide, South Australia. They have embarked on a new subsidiary eCommerce presence in order to expand to the local Australian and international markets.

- Managed 3 eCommerce stores and 2 brand sites.
- Shot, created, and edited videos for social media.
- Generated social media material for FB, Instagram, and Twitter.
- Processing and delegating orders.
- Utilized analytics to generate reports.
- Implemented Google Ad campaigns.
- Design brochures, flyers, and other POS materials for print.

Achievements:

- Built 5 new eCommerce sites (Shopify)
- Boosted sales for all channels
- Investigated and utilized apps and resources for constant improvement
- Used data to monitor trends and progress

Hardi Australia - Adelaide, AU

SEP 2020 - 2021

Digital Marketing, Videographer, and IT

Hardi Australia is a multinational company based out of Denmark and owned by Exel Industries, listed on the CAC 40. Hardi Australia is a manufacturer of agricultural machinery supporting Australia and NZ.

- Shot, created, and edited videos for social media.
- Created social media material for FB, Instagram, and Twitter.
- Supported the IT requirements in the company.

- Implemented data projects and systems.

Achievements:

- Designed and successfully executed a new IT ticketing system (Smartsheets).
- Increased the company's video brand presence on SM and YouTube.
- Assisted with various IT systems and projects that help the production and sales department.

Godfreys - Melbourne, AU

MAY 2018 - JAN 2020

Digital Marketing Coordinator & Digital Marketing Specialist

Godfreys is an Australian and New Zealand-based retailer in the domestic and commercial floorcare & cleaning industry, with a recent focus on eCommerce.

- Managed and updated the Magento 2 platform and all related matters.
- Updated all eCommerce products, including descriptions, data, and images.
- Generated reports of sales and trends for relevant stakeholders.
- Liaised with all 3rd party vendors and project groups to manage site improvements.
- Implemented all eCommerce marketing materials on the site and TV commercials on YouTube.

Achievements:

- Designed and executed an automated data sales system for products, saving company errors and lost time.
- Built strong relationships with external parties to improve opportunities, resulting in reduced running costs.
- Manually handled channeled products (Amazon, eBay, myDeal, and Catch, to optimize results on each platform through ChannelAdvisor.

United Tools Ltd. - Melbourne, AU

May 2016 - May 2018

Digital Marketing Coordinator & eCommerce Coordinator

An Australia-wide Tool store chain managed under a membership model.

- Managed 20+ eCommerce websites and all social media platforms.
- Updated all digital media and product details.
- Coordinated and isolated sales and ran daily bookkeeping reports.
- Coordinated all nationwide sales for ToolSpareParts

Achievements:

- Organized a YouTube Channel in conjunction with OZTooltalks to review products, increasing brand awareness and increasing product awareness.
- Brought in HootSuite to streamline social media postings, scheduled a month in advance, reducing hours per month and keeping to schedules.
- Oversaw the nationwide in-store iPad implementation program, resulting in a 20% increase in customer marketing data.

Bright Sparks Ltd. - Christchurch, NZ

March 2015 - May 2016

Web Designer/Administrator

A producer and distributor of promotional merchandise, personalized office uniforms, and supplies.

- Maintained all 8 websites on the Adobe Business Catalyst platform and built new sites when required.
- Updated all pages, products, and other digital materials.
- Created and sent out the monthly EDM while maintaining the CRM.
- Generated a monthly report based on EDM data, Google Analytics, and sales.

Achievements:

- Manipulated bulk product data, saving time and making the business more agile.
- Accessed more detailed data to produce more focused reports, revealing accurate trends and resulting in a better-aligned company direction.
- Brought in outside Google-affiliated parties to help with power marketing.

SOFTWARE

Shopify	Microsoft Word	Cinema 4D
Magento 1 & 2	Microsoft Excel	Mac (platform)
Adobe Illustrator	Hotjar (UX software)	Channel Advisor
Adobe After Effects	Newtek Lightwave	Pronto (ERP system)
Adobe Dreamweaver	Microsoft Dynamics	Business Catalyst
Adobe Premiere Pro	Bronto (EDM software)	
Adobe InDesign	Autodesk 3DS Max	
Adobe Photoshop	Windows (platform)	