# Marko Vuruna

Head of E-Commerce & Creative Director

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## PROFESSIONAL SUMMARY

Head of E-Commerce and Creative Director with 13 years scaling digital storefronts and directing premium brand aesthetics. Expert in Shopify Plus, omnichannel operations, lifecycle marketing and code-first design across sports, cycling, beauty and e-commerce. A hands-on AI practitioner who builds and ships with Claude Code daily: two iOS apps in the App Store, automated inventory and pricing systems across six Shopify stores, and scheduled social and email pipelines for nine brands - designed, built and operated end to end.

## SKILLS

**AI & Automation:** Claude Code (advanced), Claude API (vision + text), Claude Design, agentic workflows and scheduled automations, MCP integrations (Shopify, Klaviyo, Meta, Google Ads, Retool).

**E-Commerce:** Shopify Plus and Admin API (GraphQL, Liquid, Flow, bundles, B2B pricing, delivery profiles), omnichannel (Amazon, Walmart, eBay, auctions), supplier and dealer inventory sync, CRO, cross-border logistics.

**Design & Creative Direction:** Art direction and production of product and lifestyle photoshoots, Figma, Adobe Creative Cloud, UI/UX design systems, brand identity, Reels editing.

**Technical:** TypeScript/JavaScript, Python, React Native/Expo, Next.js, Convex, Vercel, Netlify, Redis/Upstash, Node automation (launchd/cron), GitHub, App Store Connect.

**Digital Marketing:** Google Ads (Search, Shopping, Performance Max), Meta Ads (DPA retargeting), Google Analytics, Merchant Center, SEO/SEM, Instagram content strategy.

**Lifecycle & Retention:** Klaviyo (flows, campaigns, segments, pop-ups, API), Mailchimp, Attentive/Postscript SMS, CASL compliance. Languages: English, Serbian (both fluent).

## WORK EXPERIENCE

### AJ Sports

Nov 2020 - Present

**Head of E-Commerce (full-time)**

Sports memorabilia retailer since 1991 - ajsports.ca (Shopify Plus), Gold Rewards store, monthly auctions, signing events

- Lead e-commerce end to end, directing designers and product staff across Shopify Plus, Amazon, Walmart, eBay and monthly auction channels.
- Drove a $1M+ increase in top-line sales in 2025 and sustained 20%+ annual growth across 2024 and 2025; increased December sales 250% YoY with a "12 Days of Christmas" campaign and Q1 2021 sales 54% with a wholesale pricing strategy.
- Designed and built a Shopify Plus B2B wholesale pricing system (five insider tiers) and Claude-built automations that revert pricing tiers across the Retool product database and Shopify after promotions, with diff-and-approve safeguards.
- Built and operate the AJ Sports iOS app (Expo, Convex, nightly Shopify catalog sync); in beta.
- Run the monthly online auction program: site restyle, automated enforcement that keeps one-of-a-kind lots off the main store during bidding, scheduled Instagram/Facebook lot posts and stories, Klaviyo auction email series and $1,500/month Meta campaigns.
- Operate Gold Rewards (goldrewards.ca), a separate loyalty-rewards storefront that mirrors the AJ Sports catalogue via a weekly automated price sync and B2B diff report; launched a Custom Jersey Framing Service there as a native Shopify bundle (18 configurations).
- Automated signing-event order operations (Shopify Flow to Power Automate to a shared signing sheet).
- Own analytics and paid media: manage a $5,000/month Google Ads and Shopping budget plus Meta, directing spend by attribution in Google Analytics; secured cheaper cross-border shipping; direct daily organic Instagram content (@ajsports.ca).

### Endura Performance

Jun 2026 - Present

**Product & Growth Lead, COOKED (contract)**

Race-fueling, nutrition and training app for endurance athletes, live on the App Store - getcooked.cc

- Took COOKED from concept to a live App Store release in four months with Claude Code: 1,700+ commits across an iOS app, a 40-page web platform, an admin console and a realtime Convex backend; lead product direction, UX, the design system and App Store/ASO copy.
- Built the core fuel engine (per-session carb, fluid and sodium targets, meal plans, sweat test), training analytics (fitness/fatigue, zones, workout library with .FIT/.ZWO export) and a shorthand "type it, it builds it" workout builder.
- Integrated Strava, Intervals.icu, Garmin and Apple Health; built a Garmin Connect IQ watch data field and an in-app AI coach on the Claude API.
- Run the brand and @cooked.app Instagram through an automated scheduling pipeline on Vercel. Stack: Expo/React Native, Next.js, Convex, Auth0, TypeScript; 170+ backend tests.

### Racer Sportif, Aquila Cycles & Ka.dre Kollective

Sep 2015 - Present

**Creative Director & Digital Lead (retainer)**

Hand-built Canadian bikes (Aquila, est. 1988) and Toronto/Oakville road-bike shops (Racer Sportif, est. 1978)

- Art-direct and produce product and lifestyle photoshoots across the three brands: shot lists, locations, riders and bikes, directing photographers on set, then editing and cutting the output for web, email and Reels.
- Grew Instagram across Racer Sportif and Aquila from ~300 to 10,000+ engaged followers; built an automated posting system (Vercel) that schedules feed posts, stories and Reels for @aquilacycles and @ka.dre__ months ahead, every board designed in Figma/Claude Design.
- Spearheaded the complete digital rebrand of Aquila Cycles: code-first design system, Shopify migration, scroll-reveal product pages, mega menu, a custom paint configurator and a Claude Code-built guided shopping assistant (bike finder, spec builder, add-to-cart).
- Run Aquila's Klaviyo program: 16-part brand story campaign series, abandoned checkout/cart/browse flows, sign-up pop-ups and automated non-opener resends.
- Rebuilt racersportif.com on Shopify (mega menu, branded checkout, Safari/mobile QA) with "Customize with Aquila" cross-links on every Aquila bike.
- Launched the 2026 Ka.dre Kollective ride series with partner events (Rapha, Assos, Oakley x Scott, POC); ran Google Shopping, PPC and Meta, growing traffic from 1K to 25K-30K/month.

### SALT Beauty+Co

Jul 2022 - Present

**Digital Marketing & Web Lead (retainer)**

- Built an automated supplier inventory and price sync across five distributor portals (CosmoProf, SalonCentric, L'Oréal, Metro, Canrad) with undo snapshots and email reports.
- Led site development, a premium theme redesign, on-page SEO and local discoverability, and the Klaviyo seasonal and holiday email program.

### Museum Dental

Jun 2013 - Oct 2016

**SEO & Web Developer**

- Redesigned the practice website; white-hat SEO and social media management.

INDEPENDENT PROJECT

### Stool Scout

Sep 2026 - Present

**Co-founder, Product & Engineering**

Gut-health photo grader with leaderboards and a public bathroom finder - stoolscout.com; iOS app submitted to the App Store

- Built the product from zero in four weeks with Claude Code (300+ commits): web app, Vercel API and Expo iOS app; Claude vision grades photos on the Bristol scale, with server-side scoring and anti-cheat on Upstash Redis.
- Privacy-first (no login, photos discarded after analysis); launch marketing via automated Instagram stories and weekly leaderboard posts, TikTok integration, French localization.

## EDUCATION

B.Sc. in Applied Mathematics — University of Toronto