

# Mark David

## BRAND BUILDER · E-COMMERCE & LIFECYCLE MARKETING LEADER

Goleta, California · mark@abrandagency.com · LinkedIn · Portfolio

Founder and operator with 10+ years building consumer brands and talent programs. Connects audience insight and creative direction with product, campaigns, commerce and the operational detail that brings them to life.

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## EXPERIENCE

### **We're Back Co. | Founder & Brand Operations Lead**

Aug. 2024-present

- Founded and operate a Nebraska fan-culture brand spanning positioning, product concepts, campaign creative, Shopify, email and SMS, paid social, production and fulfillment.
- Reached \$182.6K in total sales across 3,406 orders, Aug. 18, 2024-Aug. 13, 2026. Built athlete collaborations for Emmett Johnson, Sam Hoiberg, Pryce Sandfort and Trae Taylor.

### **Ambassador Brand Agency | Founder & E-commerce Operations Lead**

Apr. 2020-present

- Led merchandise and commerce programs for Molly Baz, DJ D-Nice / Club Quarantine, Leslie Jordan, Vin Scully and the Tommy Lasorda estate.
- Shaped Jim Jefferies' 2024 Australia tour merchandise range and coordinated artist feedback, commercial planning, production approvals and the venue handoff.
- Managed Willow Smith's Klaviyo newsletter and segmentation work in 2023-2024. Run in-house apparel production and fulfillment for consumer and business clients.

### **Lumpia Surf Team | Co-owner & E-commerce Operations Lead**

Oct. 2022-July 2026

- Built and operated Shopify, Klaviyo, paid social, product launches and customer operations. The brand generated \$322.4K across 4,726 orders through May 2026.

### **Three Six Zero | Day-to-Day Manager**

Mar. 2019-May 2020

- Managed business operations, partnerships, events, communications and merchandise logistics for Will Smith and family entertainment programs.

### **Good Goods / Westbrook | Merchandise Manager**

Oct. 2016-May 2020

- Helped launch Bel-Air Athletics and the Will Smith x Jordan collaboration. Connected product development, brand storytelling, marketing, production and customer delivery.

### **I Love Ugly | USA Operations & Accounts Manager**

Oct. 2015-Oct. 2016

- Managed U.S. retail and wholesale operations, accounts, receiving, inventory, freight, fulfillment and customer service for an international menswear brand.

## TOOLS & CAPABILITIES

Brand positioning · Campaign strategy · Product launches · Athlete & talent programs · Shopify · Klaviyo · Email & SMS · Meta Ads · GA4 · Merchandising · Tour merchandise · Production & fulfillment · Adobe Photoshop · Canva

## EDUCATION

B.S., Entrepreneurship; Minor, Business Administration · University of St. Thomas