

Paul Loula | Ecommerce Director | CRO, Analytics & Digital Strategy | Lifestyle Brands

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Summary

I'm an ecommerce leader who came up through creative — I don't just manage a site, I understand why it should look and feel a certain way, too. That combination took me from graphic designer to owning full P&L-level site growth, most recently at Bare Home. I've built brands from zero, run a Shopify Plus stack top to bottom, and led creative and growth teams at the same time. I'm at my best with lifestyle brands that have a real point of view — the kind people want to be part of, not just buy from.

- 142% growth in Bare Home gross sales, comparing Mar–Dec 2024 to the same stretch in 2025
- 74% YoY growth in trailing 12-month revenue (\$2.4M → \$4.3M), with monthly sales scaling from ~\$106K to a \$610K peak month
- \$100M+ in annual online revenue driven at The-House.com; \$13M from a single email program
- Runs CRO & testing programs end to end — Intelligems A/B tests, Microsoft Clarity, Triple Whale, GA4 — plus a 25+ app Shopify stack

Experience

DTC Ecommerce Performance Manager | Bare Home | Forest Lake, MN | March 2024 - Present

Promoted from Senior Designer. Own digital strategy and optimization across Bare Home's Shopify Plus storefront.

- Grew gross sales 142% over 10 months and 74% YoY — monthly revenue from ~\$106K to a \$610K peak.
- Ran Intelligems A/B tests across pricing, shipping, and UX to lift conversion, AOV, and revenue per visitor.
- Diagnosed conversion barriers and built dashboards via Microsoft Clarity, Triple Whale, Shopify Analytics, and GA4.
- Owned the Shopify Plus roadmap — a 25+ app stack (Matrixify, Klaviyo, Gorgias) plus integrations and performance.
- Led a full-site CRO redesign with an outside agency — managing scope and the internal team on metafields.
- Partner cross-functionally with dev, marketing, merchandising, and ops to hit launch and promo deadlines.
- Owned site UX and creative direction, including packaging and ad creative, ahead of the promotion.

Digital Marketing & Sales Manager | FXR Racing Inc. | Forest Lake, MN | 2023 – 2024

- Led consolidation of 8 regional ecommerce sites into one unified Shopify platform across international markets.
- Managed Klaviyo email marketing and performance marketing (Google Ads, affiliate, social) to lift retention, LTV, and traffic.
- Directed creative, photography, and dev teams on integrated product launches; reported ecommerce KPIs to executive leadership.

Creative & Marketing Leadership | The-House.com | Saint Paul, MN | 2006 – 2023

Creative Director (2019–2023) · Ecommerce & Digital Marketing Director (2013–2019) · Graphic Designer (2006–2013)

- Drove \$100M+ in annual online revenue; led comprehensive A/B and multivariate testing across homepage, PDPs, and checkout.
- Collaborated with dev to prototype and launch UI/UX improvements for navigation, speed, and mobile responsiveness.
- Conducted usability testing and heuristic evaluations; implemented WCAG accessibility best practices.
- Oversaw multimillion-dollar budgets across brands including Chamonix, Evol Snowboards, Framed Bikes, and CTRL Wake.
- Cut email production time 58% through automation; grew a YouTube channel to 50K+ subscribers.

Core Skills & Tools

eCommerce & Digital Strategy - Shopify Plus, Multi-Channel Strategy, P&L Oversight, International Ecommerce, Omnichannel Integration

Analytics & Optimization - GA4, Shopify Analytics, Triple Whale, Microsoft Clarity, Domo, CRO, A/B Testing (Intelligems)

Marketing & Growth - Email/SMS (Klaviyo, Listrak, Attentive), Google Ads, Meta Ads Manager, Amazon Seller Central, Affiliate

User Experience - User Research, Journey Mapping, Wireframing (Figma, Adobe XD), Usability Testing, WCAG Accessibility

Leadership & Management - Cross-Functional Leadership, Stakeholder Communication, Project Management (Asana), Creative Direction

Education

Certificate, Digital Marketing – University of Minnesota, 2023

Bachelor's Degree, Graphic Design – The Art Institutes International MN, 2010

Associate's Degree, Graphic Design – Hennepin Technical College, 2008