

Max Carty
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SKILLS:

- Entrepreneurially minded front-end web developer and businessman with international experience
- Strong interpersonal skills
- HTML5, CSS, MySQL and Javascript
- Google Analytics, Google Adwords, Bing Ads, Amazon Paid Ads, Amazon and eBay
- Creative thinker

EXPERIENCE:

Power Rankings Guru, Founder – Boston, MA January 2014 – Present
Created and now manage powerrankingsguru.com, a sports website that aims to provide fans with a better picture of how their teams are perceived by the national media. We aggregate Power Rankings and re-rank teams based on their average ranking in an effort to eliminate as much bias as possible.

- Built site from scratch using HTML5, CSS, PHP, MySQL and Javascript.
- Site receives over 460,000 annual visits.
- Site has been mentioned in the Washington Post, SB Nation, Yahoo Sports and various professional sports blogs.

Wayfair, Manager | Site Navigation – Boston, MA July 2022 - January 2023
Owned complex projects supporting Wayfair's global business priorities, delivered significant improvements in on-site navigational experience, automated team processes through code, and created a blueprint for efficient international expansion.

- Automated Site Nav QA processes by developing Python scripts that accomplish in less than 30 minutes what would otherwise take 480+ hours to complete manually.
- Launched site navigational elements (top navigation, product taxonomy, etc.) for Wayfair Ireland with a focus on ensuring a best-in-class on-site/app customer experience.
- Developed an international expansion playbook for the Site Navigation team, detailing timelines, requirements, and learnings.
- Identified and drove internal tooling improvements that allowed the Site Navigation team to efficiently manage navigational elements across different websites and languages.
- Defined and implemented Wayfair Ireland localization strategy for search, ensuring proper landing experiences at launch for Ireland customers.
- Managed a team of two through complex projects and delivered against strict deadlines.
- Effective departmental ambassador who fostered successful business relationships throughout the Company.

Wayfair, Senior Analyst | Site Navigation – Boston, MA March 2020 - July 2022
Led efforts to create templates for complex navigation optimization projects, curated strong cross-functional relationships that delivered results, and implemented changes on-site that improved customer experience.

- Developed templates and processes to optimize site taxonomies, top navigation links and search landing pages.
- Led cross-functional efforts to solve internal tooling problems; e.g. owned efforts to fix bugs and created feedback loops to allow tool users to provide ideas for enhancements.
- Drove creation of a process that brought new product categories to European websites, resulting in 50k+ products being added to UK and DE sites.
- Scoped and planned Site Nav's work supporting Wayfair's expansion into Ireland.
- Optimized taxonomies for Wayfair's US, CA, UK and DE sites.

Bits and Pieces, Senior E-Commerce Marketplace Analyst – Dedham, MA
2020

January 2018 – March

Managed company's Canadian Amazon business. Responsible for carrying out paid advertising campaigns, inventory management, operations, customer service system, SEO and merchandising for Bits and Pieces' Amazon.ca business.

- Increased product sales by 102% in 2018 vs 2017.
- Managed Amazon Paid Ads campaign. Increased ad revenue by 180% while reducing average cost of sale by 40% in 2018 vs 2017.
- Responsible for creating SEO friendly product titles, bullet points, photos and descriptions for over 650 products.
- Tasked with maintaining proper inventory levels for all products throughout the year.

Bits and Pieces, Digital Marketing Analyst – Dedham, MA

June 2012 – January 2018

Responsible for executing the online marketing programs required to support E-Commerce sales and marketing initiatives for the company's portfolio of brands including Bits and Pieces, Bits and Pieces Canada, Bits and Pieces UK, and Spilsbury websites.

- Managed and directed Amazon-related marketing (paid search and SEO for organic search results). Increased sales from Year 1 to Year 2 by 700% and from Year 2 to Year 3 by 150%.
- Developed and analyzed Amazon marketing strategies.
- Part of a four-person team which effectively operated a start-up within an established company. Primarily responsible for Amazon-related marketing, inventory management, accounting, logistics and customer service.
- Oversaw E-Commerce engagement metrics and actively monitored and reported on growth in the E-Commerce channel (primarily in Google Analytics).
- Ensured the accuracy of all product details within the E-Commerce platform and E-Commerce-related product feeds used by affiliates, comparison shopping engines, recommendation engines, etc.
- Instituted test-and-learn processes to achieve desired sales.

Bits and Pieces, Corporate IT Manager – Dedham, MA

February 2013 – March 2020

Managed and directed all day-to-day IT operations for the company. This included resolving all IT-related problems and supervising the work of IT-related consultants.

Bits and Pieces, Sales and Marketing Assistant – Dedham, MA

July 2011 – June 2013

Part of a two-person team responsible for coordinating the production and delivery of products from China to the US and Canada.

EDUCATION:

University of Arizona, Eller College of Management, BA in Economics - Tucson, AZ

2007 – 2012

Included study abroad program at Universitas Carolina in Prague, Czech Republic.

Brookline High School - Brookline, MA

2003 – 2007