MICHAEL HARRIS

Senior Manager, Digital Commerce
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PROFILE

Digital commerce leader with experience across sport, apparel, marketplaces, and B2B ecommerce. Leads site and app operations, merchandising, launches, and cross-functional execution. Background spans platform configuration, API and content feeds, forecasting, campaign optimization, customer experience, and team development.

EXPERIENCE

Foot Locker | WSS

Apr 2026 - Present

Senior Manager, Digital Commerce

- Own daily site and app operations, ensuring content, product setup, navigation, and merchandising are accurate and optimized.
- Manage product launches, promotions, homepage refreshes, and seasonal updates.
- Track SLAs and maintain operational reporting across ecommerce workflows.
- Collaborate cross-functionally with Marketing, Creative, Merchandising, IT, Customer Service, and DC Operations.
- Support site redesigns, UX improvements, customer journey enhancements, and omnichannel initiatives.
- Lead, mentor, and grow the digital team.
- Implement structure, process improvements, and workflows to improve execution.

Simple Green

Aug 2025 - Apr 2026

Ecommerce Manager

- Managed day-to-day ecommerce catalog operations, including product listings, inventory management, and sponsored advertising optimization.
- Monitored marketplace performance across Walmart and Amazon, including forecasts, competitive analysis, campaign results, POS data, and consumer trends.
- Delivered weekly reports on Marketing and Sales KPIs to support data-driven decision-making.
- Generated bi-monthly 90-day sales demand forecasts at the line-item level to improve planning and resource allocation.
- Identified and reported opportunities to increase efficiency through automation and manufacturing process improvements.
- Ensured accurate and up-to-date ecommerce content, driving consistency across digital touchpoints.
- Compiled and shared insights from customer reviews to enhance product development and customer experience.
- Supported special projects and adapted to evolving business priorities in a fast-paced environment.

EXPERIENCE CONTINUED

Supplyframe

Jul 2022 - Apr 2025

Ecommerce Manager

- Served as the subject matter expert on ecommerce processes, including customer API and content feed monitoring.
- Managed backend platform operations for ecommerce channels and day-to-day campaign monitoring and optimization.
- Executed testing and targeting initiatives to increase conversion rates and sales; increased conversion rates by 15% through campaign optimization and A/B testing.
- Joined ecommerce customer meetings to share optimization strategies.
- Developed and maintained fiscal-year marketing calendars across customers in partnership with the Ecommerce Sales Director.
- Measured ecommerce business performance on a daily, weekly, monthly, and quarterly basis.
- Worked with Marketing and Sales to optimize ad placements for conversion.
- Handled complex customer support issues; reduced ticket resolution time by 20% through streamlined escalation processes.

adidas

Jan 2021 - Jul 2022

Assistant Manager Platform Operations

- Supported local operations in defining and communicating global operational best practices and monitoring strategies.
- Supported business KPIs and SLAs, including website checkout, shipping options, and legal preferences.
- Supported business logic configurations across Commerce Cloud and Product Information Master.
- Supported operational projects and enhancement requests with local and global teams.
- Served as a first level of escalation for local market business functions.
- Coordinated with IT Service Managers on ticket resolution and communicated updates to relevant stakeholders.
- Monitored conversion, checkout drop-off, transaction fees, and order processing to support ecommerce platform operations strategy.
- Supported ecommerce data management across platforms, including inventory and shipping costs, to maintain accuracy, timeliness, and consistency.
- Improved checkout drop-off rates by 10% through platform configuration enhancements.
- Managed ecommerce data for a $50M+ product portfolio, ensuring 99% accuracy in inventory reporting.

EXPERIENCE CONTINUED

SLAM

Dec 2019 - Jan 2021

Ecommerce Specialist

- Managed day-to-day responsibilities of the SLAM Shopify store with the merchandise team.
- Uploaded products, descriptions, and photos; managed site integrations, API connections, functionality, and feature initiatives.
- Coordinated with logistics teams to ensure seasonal product and special-project allocations were accurate, efficient, and ready for market.
- Worked directly with the fulfillment center on inbound and outbound merchandise shipments.
- Coordinated supply and demand forecasting and led ecommerce merchandising strategy.
- Oversaw customer satisfaction, complaint handling and resolution, policy development, retail, sales, fraud detection, and reporting analytics.
- Launched seasonal product lines, contributing to a 25% increase in quarterly sales.
- Reduced fulfillment errors by 15% through improved logistics coordination.

Ampersand As Apostrophe

Dec 2018 - Dec 2019

Operations Assistant

- Sent weekly available-to-sell inventory reports for three warehouses to two showrooms.
- Processed daily wholesale orders using order management software and submitted warehouse pick tickets.
- Pulled weekly order and inventory reports and presented them in weekly Sales meetings.
- Planned and implemented two sample sales, generating $100K+ in revenue and reducing excess inventory by 30%.
- Maintained daily communication with showrooms in Los Angeles and New York.
- Handled customer calls, entered orders, and resolved customer issues with tact and diplomacy.
- Created linesheets.

SKILLS

Ecommerce platforms Shopify, Commerce Cloud, Product Information Master
Data and analysis Google Analytics, Tableau, advanced Excel, KPI and SLA reporting
Technical API integrations, content feed management, A/B testing
Operations Inventory management, logistics coordination, supply chain forecasting
Leadership Strategic thinking, organization, ecommerce optimization, cross-functional collaboration, team development

EDUCATION

Howard University | Bachelor of Science | May 2017