COREY FRONS

Ecommerce & DTC Executive · Marketplaces · Growth · Digital P&L

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PROFILE

Ecommerce leader with 15+ years growing online revenue for consumer brands on their own sites and on marketplaces. Has done it from a standing start, after a bankruptcy, and at a 9-figure company. Owns the P&L, platform, paid media, conversion, lifecycle, and the team that runs them. Works test-first, shipping changes only when the data proves them, and builds agentic AI workflows that speed up analysis.

SELECTED RESULTS

- Owned the digital P&L at Arnott, a 9-figure company, and delivered the highest return on ad spend (ROAS) in its history on multi-million-dollar Google Ads and Amazon campaigns.
- Grew CoffeeForLess online revenue fourfold and built its subscription program from zero to more than 10,000 monthly subscribers and a seven-figure recurring revenue stream.
- Took BulbAmerica.com, a start-up online retailer, from zero to 8 figures and 50,000+ SKUs; Inc. 500 honoree three years running.
- Rebuilt Polaroid's global ecommerce after its bankruptcy, migrating the legacy platform to Shopify, and launched the brand on Amazon, eBay, Walmart, and Mercado Libre.

Company performance data is kept confidential; the figures behind these results can be discussed in interviews.

EXPERIENCE

ADRT Ventures LLC Remote · 2026–Present

AI & Automation Consultant

- Advise a futures trading firm on replacing manual backtesting and analyst review with agentic AI systems that analyze live and historical market data.
- Built agent workflows that read charts, historical quotes, and live market data, find behavioral patterns, and recommend settings for the firm's trading bots, producing stronger recommendations in a fraction of the time.

Arnott Suspension Products Remote · 2023–2026

Vice President of Digital

Automotive aftermarket air suspension company (9-figure revenue) with seven web properties, including Strutmasters.

- Owned digital strategy, ecommerce operations, and the digital P&L across seven websites: platform, UX, marketing efficiency, margin, and repricing.
- Delivered the highest ROAS in company history on multi-million-dollar Google Ads and Amazon campaigns, using automated bidding and advanced analytics.
- Raised Strutmasters site conversion by nearly half through CRO, UX redesign, and continuous A/B and multivariate testing.
- Used heatmaps and A/B tests to find where Strutmasters shoppers stalled at the year, make, and model selector; replaced it with a fully customizable selector from another vendor, making the form easier to complete and lifting conversion revenue.
- More than doubled Strutmasters organic traffic through SEO.
- Cut page load from over 5 seconds to under 3 seconds across all seven sites by fixing Core Web Vitals.
- Originated Strutmasters' Shopify B2B portal with Shopify's B2B team, adding a wholesale channel alongside DTC.
- Directed marketplace listings, pricing, and product content, and managed paid media, development, and SEO partners.
- Built email programs and site, cart, and checkout customer retention flows.
- Deployed AI-assisted automation that scaled content production without adding headcount.

Coffee Serv (dba CoffeeForLess) Remote · 2016–2023

Head of Ecommerce

Coffee and beverage distributor selling online as CoffeeForLess.

- Grew online revenue fourfold across the DTC site and Amazon through paid media, merchandising, and conversion optimization.
- Launched subscriptions on Recharge, growing the program from zero to more than 10,000 monthly subscribers and a seven-figure recurring revenue stream.
- Managed seven-figure annual media budgets across Google Ads, Meta, and Amazon, lowering acquisition cost while raising click-through and conversion.
- Ran Klaviyo lifecycle marketing for a 600K+ audience, with segmentation, retention flows, and subscription campaigns.
- Owned the direct Keurig relationship, including procurement for the company's Pennsylvania warehouse and national territory.
- Kept Amazon competitive through manufacturer disruption with keyword, pricing, and listing strategy.
- Brought page load under 3 seconds and ran ongoing A/B and multivariate tests on checkout and retention, improving conversion and organic search.
- Built TikTok and Instagram creator partnerships to expand reach and social commerce.

Polaroid Brooklyn, NY & Berlin, Germany · 2015–2016

Vice President & Head of Ecommerce

Global consumer electronics and instant-photography brand.

- Rebuilt Polaroid's global ecommerce after its bankruptcy, migrating the German-documented legacy platform to Shopify.
- Launched marketplace distribution on Amazon, eBay, Walmart, and Mercado Libre.
- Led U.S. and European digital strategy across Google Ads, Amazon, and paid social, managing marketing and design teams in New York and Berlin.
- Set up A/B and multivariate testing that improved checkout completion, retention, and conversion.

BulbAmerica.com Brooklyn, NY · 2010–2015

Chief Marketing Officer

Online lighting distributor.

- Grew an early-stage lighting distributor's online business from zero to 8 figures and 50,000+ SKUs, with 616% growth and Inc. 500 recognition three years running.
- Designed and launched the company's first ecommerce platform, including custom software to streamline operations.
- Led a team of 15+ engineers, marketers, and customer service staff in the U.S. and the Philippines.
- Managed multi-million-dollar Google Ads and Amazon budgets, lowering cost per acquisition and raising ROAS.
- Launched Swiftype site search: shoppers who started with search converted 4.6x more often and spent 12.3% more per order.
- Ran a three-week trust-seal A/B test that Symantec published as a customer case study.

CAPABILITIES & TECHNOLOGY

Platform Shopify Plus, Shopify B2B, headless commerce, Magento · replatforming, UX and checkout design

Marketplace Amazon Vendor Central (1P) and Seller Central (3P, FBA/FBM), Amazon Ads and DSP, Walmart, eBay, Mercado Libre, Rithum (ChannelAdvisor)

Growth Google Ads, Microsoft Ads, Meta and paid social, CTV ads (Vibe), SEO/SEM, local SEO, GEO/LLMO · CRO, heatmaps, A/B and multivariate testing, funnel design

Data & Lifecycle GA4, Search Console, attribution modeling, Klaviyo, Recharge subscriptions, segmentation, CLV and ROI analysis

B2B Account-based marketing (ABM), LinkedIn Ads, ZoomInfo data enrichment

Site Performance Core Web Vitals (LCP, INP, CLS), page speed, CDN and caching, third-party tag audits

AI & Automation Agentic AI workflows, AI-assisted content production, workflow automation, automated bidding

Leadership Digital P&L and margin, cross-functional delivery, in-house and agency teams in the U.S., Germany, and the Philippines

Speaking IRCE, eTail, and Magento Imagine · featured in customer stories by Symantec, Swiftype, Linnworks, and Rithum