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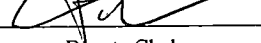
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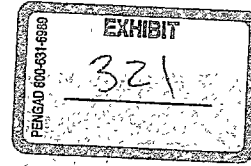
Reference No.: 12-012447-CI

DEFENDANT EXHIBIT# 193 ID 2/29/16
(Date)

DEFENDANT EXHIBIT# 193 Evidence 3/11/16
(Date)

KEN BURKE, Clerk of the Circuit Court

By: 
Deputy Clerk



**SHANTI SHUNN
MARKETING**

Shanti Shunn

500+ connections

Consultant - Ecommerce Marketing Expert:
SEO, SEM, Site Architecture, CRM...

Medford, Oregon Area | Internet

Current Self Employed, eCommerceConsulting.com
 Previous Harry and David, MusiciansFriend.com, Remote Independent Contractor
 Education Real World Marketing and Business
 Recommendations 33 people have recommended Shanti

Join LinkedIn and access Shanti's full profile. It's free!

As a LinkedIn member, you'll join 300 million other professionals who are sharing connections, ideas, and opportunities.

- See who you know in common
- Get introduced
- Contact Shanti directly

[View Shanti's Full Profile](#)

Summary

Professional Summary:

- 19+ years of search engine marketing (SEM) experience, including national and international pay-per-click (PPC), search engine optimization (SEO), affiliate programs, comparison shopping, 3rd party marketplaces (i.e., eBay, Amazon and Buy.com), strategic partnerships, social media and display.
- 14+ years of CRM channel marketing experience including catalog, email and most recently social strategies including synching of strategies, segment targets and coordination between CRM and acquisition channel messaging.
- 15+ years managing projects both large and small on a variety of ecommerce platforms.
- Very effective at working with IT departments and varied IT infrastructures to improve marketing-to-IT relationships, website functionality, conversion rates, overall back-end reporting and targeted analytics needs.
- Extensive background in building highly successful, KPI-driven marketing teams and developing processes that create increased synergy between marketing and other key departments in order to increase overall company efficiencies and communication.
- Experienced at requirements gathering and project management (PMO) of complex IT projects with an excellent track record for delivering within tight deadlines, including all information architecture design, business requirement documents and project timeline plans.
- Developed marketing metrics and strategy for various multimillion dollar ecommerce marketing departments over multiple brands and executive departments including both acquisition and CRM channels.
- Strategic and hands-on with large-scale marketing efforts, including multimillion dollar marketing campaigns for both massive online retailers and online communities with focuses on driving KPI goal successes.
- Experienced project management skills, particularly in the project planning and cross-departmental communications areas for gathering the necessary requirements and documentation.

Search by name

Over 300 million professionals are already on LinkedIn. Find who you know.

First Name Last Name

Example: Jeff Weiner

People Also Viewed

- Kevin Batur**
Director of Digital Strategy at The Lacek Group
- Emily Pfeiffer**
E-Commerce, Digital Marketing, & Brand Strategy Evangelist
- Timothy Johns**
Director Ecommerce Systems at Harry and David
- Jeff Allen**
Vice President, Ecommerce at L.L. Bean
- Brad Sockloff**
SVP, eCommerce at Nutrisystem, Inc.
- Chris Rocha**
Sr. Manager Digital Marketing at Cabela's
- John Bancroft**
- Sue Eagan**
Mobile, Tablet & Desktop User Experience Professional
- Mary Shanahan**
Vice President of Marketing
- Oren Pollak**
Director Operations & Marketing at MyJewelryBox.Com

Ads You May Be Interested In

Empowering Encounters
Experiencing first hand

Expert Video Production
Elite HD Business Videos for eLearning and Promotion. Get A Free Quote Now.

Cloud-Based Fax Solutions
Deploy your Business Instantly. Secure, Reliable and Affordable Fax.

Experience

eCommerce Marketing & Technology Consultant

Self Employed

March 2013 – Present (2 years 2 months) | Telecommute from Medford, OR

WHAT I GET CONTRACTED FOR:

- * Managing all marketing from the top to the bottom including CRM, search, display, etc.
- * Developing long term marketing & technology strategies for growing the businesses.
- * Building enhanced acquisition and retention (CRM) programs to sustain ongoing growth.
- * Creation of long-term processes and materials to streamline overall business management to create maximum efficiency.
- * Concept & project management site enhancements for the betterment of shop-ability & overall eCommerce KPIs
- * SEO Auditing and asset development for small to enterprise websites specifically focused on technical foundation SEO building
- * Legal expert for cases related to online technology or marketing.

Current Mentionable Client Roster:

- * Discover with Dr. Cool - www.DiscoverWithDrCool.com - Educational Science Toys, Dig Kits & Science Projects - Contract CMO/CTO
- * ToBeFast.com - McCoy Motorsports - High-End Vehicle Parts - SEO Strategy
- * Double Prime - www.DoublePrime.com - Powerful, SEO-Friendly eCommerce Platform Development - Contract SEO/SEM Projects

Recent Client Roster:

- * eShopWorld.com - International Commerce Enabler Globalization - SEO Site Audit
- * GoGen.com - General Lab Supply - SEO for New Site Launch
- * RDA International (sub-contractor) - www.PODHotels.com - Modern, Affordable Hotels - SEO Sub-Contracting
- * My Jewelry Box - www.MyJewelryBox.com - Premier online retailer of jewelry - SEM Contracting
- * Hadley Pottery - www.HadleyPottery.com - USA Made Collectible Stoneware - Contract SEM & Site Architecture Projects
- * Husky Liners - www.HuskyLiners.com - Maker and seller vehicle accessories - Sub-Contract SEO & Site Architecture
- * Makaboo - www.Makaboo.com - Personalized Baby & Kid Gifts - Contract CMO
- * ReStockIt.com - www.ReStockIt.com - Office Supplies & Much More - SEO Audit

Contributor & eCommerce Consultant

eCommerceConsulting.com

January 2014 – Present (1 year 4 months) | Medford, Oregon Area

Part of a small group of eCommerce independent consultants selected as a contributor for the website eCommerceConsulting.com. My primary focus will be on eCommerce marketing and technologies, including search engine optimization (SEO), paid search (PPC), comparison shopping engines (CSEs), Affiliates, Tag Management Systems, technical SEO, marketplace management and more.

Ongoing Article List:

- * Paid Search is "The Hare" - <http://ecommerceconsulting.com/2014/01/paid-search-hare.html>
- * SEO is "The Tortoise" - <http://ecommerceconsulting.com/2014/01/seo-tortoise.html>
- * Paid Search: Setting your Trademark PPC Keyword Net - <http://ecommerceconsulting.com/2014/01/paid-search-setting-trademark-ppc-keyword-net.html>
- * SEO Tools: Use the Tools You Already Have First - <http://ecommerceconsulting.com/2014/02/seo-tools-use-tools-already-first.html>
- * Tag Management Systems: What To Look For And Evaluate In A TMS - <http://ecommerceconsulting.com/2014/03/tag-management-systems-look-evaluate-tms.html>
- * Voice Search Versus Typed Search Strategy - <http://ecommerceconsulting.com/2014/06/voice-search-versus-typed-search-strategy.html>

Director of Site Architecture

Harry and David

February 2012 – March 2013 (1 year 2 months) | Medford, Oregon Area



* Laid Off *

- * Officially served as the liaison between all involved partners on large scale internet based projects including interactions with Merchandising, Marketing, IT, Operations, Creative, UI/UX, vendors and company executives.
- * Developed all marketing ecommerce focused project designs including all official business requirement documents, project justification processes, user testing scripts and other corporate compliance and IT documents.
- * Successfully managed the design and deployment of an updated site taxonomy and cleaner, directory structured URLs for HarryandDavid.com, Wolfemans.com and Honeybell.com including all necessary 301 mappings for the preservation of historic SEO work.
- * Oversaw the design, development and deployment of new URL structures and the processes to support them on the IBM WCS platform for the family of Harry & David brands.
- * Managed the implementation of a best-in-class tag management platform for all H&D brands including the day-to-day management of all tags for new and existing vendors and programs.
- * Worked with all site touching parties to ensure the optimal foundation is in place from the SEO, online marketing and technology perspectives.
- * Managed all marketing initiated projects including all coordination with IT, UX, operations, marketing and executive partners to coordinate timely releases of true, foundational site enhancement projects.
- * Introduced the concept of company-wide idea generation and the implementation of the Kindling Application for the submission and tracking of ideas as well as a implemented a weekly meeting providing insight across the organization to project progress.
- * Worked very closely with UX and site analytics to implement identified opportunities for site improvements that affect the sites foundational KPIs, including, but not limited to conversion, bounce rates, user engagement, profitability, external marketing channel benefits, etc.

Director of Online Marketing

Harry and David

April 2011 – February 2012 (11 months) | Medford, Oregon Area



- * Managed all aspects of online acquisition marketing for Harry & David including the sub-brands Wolfeman's and Cushman's.
- * Oversaw all bankruptcy proceedings from an online marketing debt perspective including all initial vendor negotiations including recommendations regarding critical vendor status, etc.
- * Developed all budgetary planning documents for the following online marketing channels: Search Engine Marketing (SEO & PPC), Shopping Engines (CSEs), Display Marketing (Re-targeting and Prospecting), Partnerships, Social Media (Facebook, Twitter, Pinterest, etc.) and others.
- * Conceptualized all marketing ecommerce projects, including all necessary documentation, testing and system requirements necessary for the successful completion of a project.
- * Worked directly with supporting vendors (Tag Man, Kenshoo, ChannelAdvisor, Criteo and more) and internal teams (Merchandising, Product Development, Project Management, IT, UI, etc.) to guide the company to its most successful and profitable year in the past 10 years.

Senior Manager, SEO & Project Management

Harry and David

September 2009 – April 2011 (1 year 8 months)



- * Manage all aspects of SEO for all the Harry & David online brands.
- * Develop long-term social media strategy and all the components necessary for this.
- * Consult on the various other online marketing channels as need while the team is being built.
- * Mentor incoming online marketing team members to leverage my diverse channel marketing experience.
- * Evaluate, contribute and assist with negotiations on various online marketing support needs.
- * Work with IT, Ops, Creative Services, Merchandising and so on to truly affect a global holistic SEO strategy and approach.
- * Primary Marketing Project Manager
- * Primary IT liaison for all Marketing touch projects

Online Marketing Manager

MusiciansFriend.com

November 2006 – September 2009 (2 years 11 months)



See above as title and company websites had evolved.

Online Acquisition Marketing Manager

Musician's Friend and Guitar Center



November 2006 – September 2009 (2 years 11 months)

- Manage and mentor multiple employees managing multimillion dollar budgets for online acquisition marketing for MusiciansFriend.com, Music123.com and GuitarCenter.com, including smaller brands and Harmony-Central.com.
- o Includes multiple affiliate programs, massive PPC efforts amongst all top tier players and aggressive partnership and vendor-capitalized efforts including Amazon.com.
- Manage multiple high visibility marketing support IT projects from start to finish including projects around SEO tracking and visibility, online marketing tracking and analysis and website functionality for usability with MusiciansFriend.com, GuitarCenter.com, Music123.com and Harmony-Central.com.
- Manage multiple large scale SEO and website infrastructure projects to improve site functionality and visibility on strategic areas of the sites.
- Works directly with SVPs, VPs and directors in other departments to create directional synergy to drive all marketing and website functionality projects to maximize results from a website performance to dollar return strategy.
- Manage multiple large industry brands while minimizing cross competition resulting in strong growth for all brands managed currently receiving active online marketing.
- Direct input and feedback regarding technical strategies for Google partnerships, Amazon.com, vendor community (i.e. Fender.com and Gibson.com), SEO, BizRate.com (ShopZilla.com), Shopping.com, Froogle including direct interaction and project management with IT, UX/UI teams, systems and other various operational groups.

Contract PPC Manager of Naturalizer.com

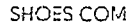
Remote Independent Contractor

December 2006 – May 2007 (6 months)

- Managed, developed and expanded all keyword marketing on Google for the Naturalizer.com brand.
- Coordinated all brand efforts with the Brown Shoe organizations to insure balanced brand marketing considering this was the 1st direct online marketing push for the Naturalizer website.
- o Coordinated a balance of cross internal brand bidding with the other brands that sold the Naturalizer product line that were part of the global Brown Shoe, Inc. organization.
- o Substantially increased the online sales for the Naturalizer.com website during the management of the PPC marketing.
- o Managed the transition of the PPC campaigns to the newly hired internal team that was hired to manage all the Brown Shoe, Inc. web properties including Naturalizer.com, FamousFootwear.com and Shoes.com.

Director of Online Marketing

Shoes.com



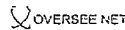
June 2005 – September 2006 (1 year 4 months)

- Managed four other very talented individuals in the areas of cost-per-click (CPC), cost-per-action (CPA), companion shopping engines (CSE) (i.e. BizRate, Shopping, Froogle, etc.) and affiliate management (Commission Junction), as well as various other partnerships (i.e. AAA, KCRW, etc.).
- Managed and oversaw all online search engine marketing (SEM) advertising (domestic and international) including Google AdWords, Overture (Yahoo! Search), Ask.com, MSN AdCenter and more.
- Managed all SEO strategies for Shoes.com, CarlosShoes.com, LifeStride.com, BassShoes.com, SkateStyles.com, DrSchollsShoes.com with consultative input on Naturalizer.com and FamousFootwear.com.
- Managed over several hundred campaigns consisting of over 800,000 keywords on AdWords alone personally for many different web presences.

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- Directly managed and mentored three other individual on the pure SEM side of marketing (i.e. CPC, CPA, CPM and CSEs).
- Worked to create more overall communication amongst the varying in-house departments to create a truly synergistic marketing information landscape with the goal of leveraging everyone's various knowledge about the products, the markets, inventory levels and overall style trends emerging and declining to maximize the knowledge and awareness portrayed via our online marketing.
- Worked with the design team via to create a more optimized website from a consumer standpoint for implementation of splash pages, search functionality, overall site architecture, overall site usability and more.
- Managed the affiliate program and various high-end affiliate relationships through the Shoes.com Commission Junction program.
- Direct input and feedback regarding the various comparison shopping engines (CSE) used such as BizRate.com (ShopZilla.com), Shopping.com, Froogle.com & many others including planning for technical development projects from datafeeds to reporting and management interfaces.

Search Marketing Revenue Manager



Oversee.net

December 2004 – May 2005 (6 months)

- Internet properties include: Oversee.net, Revenue.net, DomainSponsor.com, Degrease.com, Information.com, NewsAlerts.com, TargetWords.com, BlogSource.com, Bookmarks.com and more.
- Performed SEO for Revenue.net based on targeted keywords for individual web pages with strong emphasis to smart quote pages for publishers, advertisers and agencies.
- Managed training of web designers and programmers on initial SEO practices including page naming conventions, keyword density, optimized content, website network link strategies and optimized meta tags.
- Managed a variety of successful PPC campaigns with upwards of 600,000 keywords driving over 10,000 users per day to DomainSponsor.com parked domains and custom built affiliate websites with an average profit of over \$25,000.00 per month from December to March.
- Managed various PPC initiatives targeted towards various affiliate offers using programs such as Affiliate Fuel, Commission Junction, Be Free, YF Direct, Link Share and more driving over 2500 users per day.
- Tested in-house pre-launch internet marketing products for functionality and market potential based on conversations and observations within the targeted communities by monitoring industry related Blogs and Bulletin Board sites.
- Managed all test filler creatives through Revenue.net Ad network with the specific purpose to test, track, and engage traffic based on various criteria such as OS, browser, country and corresponding low performance times of day.
- Created custom ad creatives in various sizes for filler ads using Photoshop CS and ImageReady CS to create animated and image mapped creatives.

Volunteer Experience & Causes

Dog Foster Family

FOTAS.org

August 2012 | Animal Welfare

We foster various dogs both large and small. This includes dogs recovering from injuries or just plain stressed out from being in the kennels. This is a very rewarding thing that we do given our love of animals and our very social 3 dogs. At the end of the day, we do this for the love of the dogs as all 3 of our dogs were adopted from our local shelter.

Opportunities Shanti is looking for:

- Skills-based volunteering (pro bono consulting)

Causes Shanti cares about:

- Animal Welfare
- Arts and Culture
- Civil Rights and Social Action
- Education
- Environment
- Disaster and Humanitarian Relief

Organizations Shanti supports:

FOTAS.org

Projects

Countless SEO Projects

September 2009 – March 2013

Various projects for the betterment of Harry & David SEO including:

- * 2 new taxonomy designs
- * Clean, directory structured URLs for all 3 brands
- * Countless redirection projects
- * Implementation of rel=canonical tags and other meta data
- * Implementation and management of Tag Man for better page speed
- * Various other technical projects modifying IBM WCS for SEO betterment
- * Large scale front-end and back-end redesign projects
- * Various page content enhancement projects including copy generation and keyword targeting schematics
- * Lots of other smaller initiatives

Team members: Shanti Shunn, Timothy Johns, Chnst Olson, Chns Rocha, Shan Younker, Dan Herman, Bran Schultz, Christopher Weston, Peter Thornton, Charles Hunsinger

Harry and David Mobile Enhancements

July 2012 – September 2012

Harry and David needed to enhance an existing mobile application that was developed in 2010. The enhancements included the ability to view orders, filter category pages by facets, redesign the menu interaction, view products in image carousels, and include the ability to log in via social applications such as Facebook and Google. The interaction design, wireframes, and code was developed collaboratively with Harry and David Marketing and Creative Design teams and integrated with an agile development methodology and delivered in less than 12 weeks.

Team members: Shanti Shunn, Felicia Killian, David Wagoner, Sajid Shaikh, Anjaneya Reddy, Sue Currie, Sue Eagan, Timothy Johns

Discover With Dr. Cool New Drupal eCommerce Platform Launch

Starting September 2013

Upon the realization that the BigCommerce platform was not going to be able to support the growth plans Jordan had for the Discover with Dr. Cool DTC business, we had the hard decision of what platform to move the website to and a short amount of time to do so given the impending holiday season. To this end, we partnered with Double Prime as a beta partner for their new Drupal powered ecommerce platform called Prime Commerce. Through our close partnership with Double Prime, we were able to build and launch a much more efficient and scalable website within a 2-3 month period and launch just in time for the holidays. Discover with Dr. Cool had a phenomenal holiday season compared to previous years and we look forward to an even more successful [REDACTED] as we continue to see more and more strategic improvements occurring to our Prime Commerce platform thanks to the excellent development team from Double Prime.

Team members: Shanti Shunn, Christopher Seruby, Tara Tyson Rowell, Teo Vitkauskas, Jordan

Willing, Michael Tarquinio

Upsell and eCommerce Focused Navigation Improvements

October 2013 – December 2013

On a small budget, we were tasked with targeting specific improvements for the Hadley Pottery DTC website. This first phase specifically focused on the websites shop-ability and additional strategic merchandising.

UPSELL.

We first added some strategic upsell capabilities that can be manually merchandised by the Hadley Team and Jennifer. This created a simple rules-based engine and a display enhancement for the cart pages on the Hadley pottery website which included some additional useability thanks to the additional contributions from Kevin.

SHOPPING FOCUSED NAVIGATION:

Another area we specifically concentrated on was creating more of a shopping focus for the Hadley Pottery website. This included a detailed analysis of shopping patterns, categorization and most viewed content. We then developed a rich content, shopping focused top navigation menu for the Hadley Pottery website while maintaining direct linking options from the top navigation for key content and physical location information. Due to this enhancement, we saw an increase in conversion rates and overall sales for the 2013 holiday season, resulting in the strongest ecommerce sales for the Hadley Pottery company.

Team members: Shanti Shunn, Kevin Couch, Jennifer Hojnacki

Marketing and Technology Improvements for Makaboo

March 2013 – July 2013

During our time working together, we completed various website and marketing improvements. This included focus on SEO, SEM and CRM processes and procedures. During this time, we were able to grow the brand to a consistent \$30k/month in sales from a website that had fluctuated between \$5k and \$18k per month. We were also able to implement a clear email and retargeting strategy which consistently performed above our original expectations. We also added additional marketing channels into the mix including properly managed and maintained paid search campaigns, strategic comparison shopping engine placements and the launch of a affiliate program. Due to a lack of additional funding, many of these expansions have gone on hold, but the company now has the proper taste of what optimized strategic marketing can bring to the table and should the company get an additional round of funding, I look forward to the opportunity to contribute further to this cute and endearing brands ecommerce growth

Team members: Shanti Shunn, Cindy Teasdale McGowan

General Laboratory Supply

November 2014

E-Commerce website featuring

- Dynamic price calculations
- Multiple quantities and prices per SKU
- Multiple SKU per page with add to cart buttons
- Custom Category pages
- Over 40K SKUS
- Custom Product Recommendations

Hosted on Acquia, GLS features a legacy design ported to Prime Commerce, Double Prime's custom iteration of Drupal Commerce.

Team members: Shanti Shunn, Tara Tyson Rowell, Allan Hill, Darren Oh, Teodoras Vitkauskas



E-Commerce website featuring:

- Dynamic price calculations
- Multiple quantities and prices per SKU
- Multiple SKU per page with add to cart buttons
- Custom Category pages

<https://www.linkedin.com/in/shantishunn>

4/17/2015

Shanti Shunn | LinkedIn

- Over 40K SKUS
- Custom Product Recommendations

Hosted on Acquia, GLS features a legacy design ported to Prime Commerce, Double Pnme's custom iteration of Drupal Commerce.

Team members. Shanti Shunn, Allan Hill, Tara Tyson Rowell, Darren Oh, Teodoras Vitkauskas

Skills

PPC SEM Web Analytics SEO Online Marketing Organic Search
Affiliate Marketing Omniture Customer Acquisition Online Advertising
E-commerce Digital Marketing Google Adwords Social Media Marketing
Multi-channel Marketing Facebook Copywriting B2C Marketing Strategy
Social Media Information Architecture User Experience Promotions
Digital Media Landing Page... Website Development Website Promotion
Analytics Project Management Business Process... Project Planning
Team Leadership Email Marketing CRM Strategy Blogging
Strategic Partnerships Web Marketing Marketing Product Management
Social Networking Content Management Google Analytics Creative Direction
Mobile Marketing Conversion Optimization Web Design Direct Marketing
Digital Strategy Lead Generation < See less

Education

Real World Marketing and Business

Hands-On Degree, eCommerce Marketing and Technology
1998 – 2021

About 2 decades of working experience with managing online businesses, their marketing and global business strategies, both technology and process focused, in order to build and maintain sales and customer growth
Activities and Societies: Working with businesses large and small to expand and grow a variety of businesses. Working with budgets from \$500/month to over a \$1M/month specifically in the retail eCommerce market.

University of the Pacific - Eberhardt School of Business

Bachelor of Science, Marketing and Entrepreneurship
1993 – 1998



Dual Majored in Marketing & Entrepreneurship with a focus on emerging marketing technologies and small business planning and strategy.

Honors & Awards

2008 Musician's Friend/Guitar Center Leadership Award

<https://www.linkedin.com/in/shantishunn>

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GAWKER 27134

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Groups



Innovative Marketing...



Online Marketing & A...



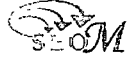
Media Professionals ...



Digital Advertising M...



AdGooroo - a Kantar ..



SEO SEM Social Mob...



eCommerce Mercha...



See 11 more >

View Shanti's full profile to...

- See who you know in common
- Get introduced
- Contact Shanti directly

[View Shanti's Full Profile](#)

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