

Exhibit B

Shanti Shunn

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PROFESSIONAL SUMMARY:

- 18+ 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.
- 13+ 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.
- 13+ 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.
- Strong ability to work with front-end and mid-tier designers and programmers to maximize user flows, email design and branding with the objective of increasing site conversion rates and overall site branding and engagement.
- 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.

MANAGEMENT EXPERIENCE:

- Developed marketing metrics and strategy for various multimillion dollar ecommerce marketing departments over multiple brands and executive departments including both acquisition and CRM channels.
- Has overseen teams of various sizes and levels of experience, from senior online marketers down to junior marketing professionals.
- 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.
- Proven ability to enhance and build relationships between marketing and other key departments such as IT, accounting, merchandising, branding, UX and design as accomplished at Harry & David, Musician's Friend, Guitar Center, Shoes.com, Oversee.net and Teleflora.
- Developed an executive approved think tank within Harry & David, Musician's Friend/Guitar Center and Shoes.com that formulated and implemented many projects which culminated in revenue-improving projects for both brands.

TECHNICAL SUMMARY:

- Managed many implementations from email vendors (CheetahMail, Responsys, etc.) to large scale PPC vendors and platforms (Kenshoo, RKG, Adlucent, etc.) including all strategic systems and necessities for list segmentations, keyword groupings and datafeeds for all support necessities.
- Ability to quickly learn internal IT architectures and develop projects to increase revenue, brand visibility, CRM and enhanced marketing efforts, such as SEO, PPC, catalog, email, etc.
- Excellent experience in designing enhanced datafeeds for the sake of automation and external marketing channel improvements, including flat file and XML formats.
- Designed various ecommerce infrastructure projects that modified the core ecommerce platform in order to create and streamline business processes, offer capabilities, analytics and, most often, SEO visibility.
- Experienced at planning and managing technical migrations, including ecommerce platforms and marketing channel partners with a proven success rate.
- Simultaneously managed the migration of four brands running on two different ecommerce platforms to a third platform.

WORK EXPERIENCE:

March 2013 to Present

INDEPENDENT ECOMMERCE MARKETING CONSULTANT, Medford, OR

DiscoverWithDrCool.com, CMO/CTO - Medford, OR

- Manage all marketing, marketing strategy and marketing execution from SEO/SEM, Affiliates, Social Media, on-site content, email, promotions & CRM.

- Oversee all technical aspects of the website including active updates, technical projects (project management & solution design) and all daily ecommerce business activities.
- Directly responsible for all direct to consumer marketing efforts via the DiscoverWithDrCool.com website.

Various additional contract roles for SEO, SEM, CRM, Site Architecture and eCommerce Solution Design: (current & expired)

- **Makaboo.com**, Business strategy planning and build-out including assistance stabilizing the business for better present-ability to investors. Included SEO, SEM, CRM, financial reporting and ecommerce business strategy development working directly with the owner and CEO in the capacity of the interim CMO.
- **Double Prime**, SEO resource for the development and ongoing expansion for a new Drupal powered ecommerce platform. Included additional responsibilities regarding QA, UAT and general ecommerce best practice feedback throughout development.
 - Includes project launches of: DiscoverWithDrCool.com, GoGenLab.com & a new site for BoydTech.com (in progress).
- **MyJewelryBox.com**, Managed all paid search (PPC) for Google AdWords & Bing AdCenter for US and Canada providing growth year-over-year with key strategies.
- **RDA International**, Sub-contracting for the new website launched for PODHotel.com as the SEO resource for the project.
- **Vantage Quarter**, Sub-contractor for SEO, SEM & site architecture including working with HuskyLiners.com, ToBeFast.com, PowerSportsWA.com.au, ThrottleRocker.com & CrampBuster.com.
- **ScarlettPlus.com**, Small business support including SEO, PPC and site architecture design for the launch of an ecommerce arm for this plus size boutique women's clothing business.
- **eShopWorld.com**, SEO audit services specific to their US market push.
- **ReStockIt.com**, SEO Audit for the business due to organic traffic issues experienced because of the various 2013 Google changes (Penguin & Panda).
- **Hadley Pottery**, Site Architecture and Solution design for specific areas of the ecommerce experience to create better shop-ability and usability on the website.
- **eCommerceConsulting.com**, volunteer contributing staff writer specifically for SEO and SEM expertise.

September 2009 to March 2013

Harry and David, Medford, OR

DIRECTOR OF SITE ARCHITECTURE & SEO (03/2013)

- 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.
- Oversaw the design and implementation of a new SEO URL format and new site taxonomy, all highly optimized for SEO while balancing all the various departmental approvals from Executives to Merchandising to Marketing to IT.
- Officially served as the business liaison with all technical partners to ensure proper project deliverables and expectations.
- Worked very closely with site testing, user experience 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.
- Natural search optimization – project planning, vendor management, budget forecasting and content review and preparation.

DIRECTOR OF ONLINE MARKETING (to 02/2012)

- Managed all aspects of online marketing for Harry & David, including PPC, SEO, Comparison Shopping, Social Media, Affiliates, Partnerships, email and catalog reinforcement, store offers and various additional online channels.
- Direct input on CRM activities including email strategies, segmentation for both email and catalog and various store marketing activities.
- Worked with an annual marketing budget exceeding \$10M+ tied to performance KPIs from the back-end financial reporting.
- Managed all marketing technical projects for the direct & online marketing as project management and concept development.
- Daily technical team interaction in regards to project scoping from concept to production working with various technologies.

SENIOR MANAGER, SEO & PROJECT MANAGEMENT (to 02/2011)

- Managed all SEO initiatives from ecommerce platform architectural projects to vendor platform designs to content strategies and processes.
- Developed countless projects for the IBM WCS ecommerce platform for multiple brands with the goal of increasing sales, search engine relevance (SEO, PPC & CSEs), strategic market targeting, usability and infrastructure.
- Developed, trained and maintained cross-functional teams within the organization on proper processes to ensure stronger long-term relevance within our highly competitive gifting vertical.
- Oversaw various IT ecommerce projects from concept to final implementation, including managing all the necessary deliverables to complete the projects efficiently and effectively within or before the desired deadlines.

- Created, conceptualized and managed of all enhancements both marketing and technical.
- Primary marketing liaison with the IT ecommerce development and UX teams in order to scope, develop and manage all projects, processes and their necessary components, as well as senior executive expectations resulting from the projects.
- Developing all strategies and procedures for both onsite and offsite content teams, including product content, category content, landing page content, traditional marketing PR and search leveraged PR within the organization.
- Cross-departmental training and education in all online marketing facets, especially SEO and ensuring that the proper processes are in place to maintain and grow our various site rankings.

November 2006 to September 2009

Musician's Friend, Inc./Guitar Center, Inc., Medford, OR

ONLINE MARKETING MANAGER

- Managed and mentored multiple employees guiding a multimillion dollar budget for online marketing for MusiciansFriend.com, Music123.com, WWBW.com and GuitarCenter.com, including smaller brands and Harmony-Central.com.
- Direct input on CRM activities including email strategies, segmentation for both email and catalog and various store marketing activities.
- Oversaw high visibility IT projects from start to finish, including projects around SEO tracking and visibility, tag management, marketing attribution and website functionality for MusiciansFriend.com, GuitarCenter.com, Music123.com, WWBW.com and Harmony-Central.com and other smaller in-house brands.
- Designed and guided many large-scale SEO and website infrastructure projects to improve site functionality and visibility on strategic areas of our sites across 4 different ecommerce platforms.
- Worked directly with the CEO, SVPs, VPs and Directors throughout the company to drive directional synergy of all marketing and website functionality projects to maximize results and revenue for the organization as a whole at the most effective rate possible.
- 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 and Google Shopping, including direct interaction and project management with IT, UX/UI teams, systems and other operational groups inside and outside the organization.

December 2006 to February 2011

INDEPENDENT CONTRACTOR

TerritoryAhead.com with HSN, Telecommute from Medford, OR

- SEO evaluation of the current website specifically to define opportunity projects for increases in SEO reach.
- Evaluated the pending new platform for SEO functionality (GarnetHill.com was the live brand) in order to define the necessary components needed for a smooth transition.
- Project was delivered on time and with more than the contracted deliverables.

Foamheads.com, Telecommute from Medford, OR

- Manage all online marketing, including PPC and email (list expansion and segmentation) and social media.
- Oversaw the transition from their original, unmanaged site platform to the new SunShop platform.
- Over the first 2 years, maintained an increase of at least 70% YoY sales growth despite various inventory management issues and deep competition from wholesale competitors.

Naturalizer.com for Brown Shoe Company, Telecommute from Medford, OR

- Developed and expanded all keyword marketing on Google AdWords for the Naturalizer.com brand providing unprecedented results for the organization.
- Coordinated all brand efforts with the other Brown Shoe Company online brand teams to ensure balanced brand marketing.
 - Substantially increased the online sales for the Naturalizer.com website during the management of the PPC marketing.

June 2005 to September 2006

Shoes.com, Inc. (a Brown Shoe Company Subsidiary), Hollywood, CA

DIRECTOR OF ONLINE MARKETING

- Managed pay-per-click (PPC), comparison shopping engines (CSE), SEO, affiliate management, email and ecommerce platform enhancements, as well as large-scale strategic partnerships (i.e., AAA, KCRW, Entertainment Book, etc.).
- Oversaw all online search engine marketing (SEM) and advertising (domestic and international).
- Developed all marketing strategies for Shoes.com, CarlosShoes.com, LifeStride.com, BassShoes.com, SkateStyles.com, DrSchollsShoes.com, with consultative input on Naturalizer.com and FamousFootwear.com.
- Worked with the design team to create a more highly search-and-sales optimized website through the implementation of landing pages, search functionality, site architecture, site usability, etc.

December 2004 to June 2005

Oversee Corp., Los Angeles, CA

SEARCH MARKETING REVENUE MANAGER

- Developed all SEO strategies and content for Revenue.net and DomainSponsor.com.
- Developed and maintained various large-scale PPC campaigns.

September 2002 To 2005

Web Marketing Pros, Telecommute from Los Angeles, CA

INDEPENDENT CONSULTANT

September 2001 To September 2002

Teleflora, West Los Angeles, CA

E-COMMERCE PROJECT MANAGER

- Optimized the flagship website to reach top rankings in search results on all the buy-oriented keywords surpassing the primary competitor, FTD.
- Managed all online marketing efforts for 4200+ independent florist websites hosted by Teleflora.

August 2000 To January 2002

Self, Telecommute from Los Angeles, CA

INDEPENDENT CONSULTANT

EDUCATION:

1998

University of the Pacific, Stockton, CA - Eberhardt School of Business

- Bachelor of Science in Business Administration
- Dual Major in Marketing and Entrepreneurship

** References and letters of recommendation available upon request.*