

Mark David

BRAND BUILDER · E-COMMERCE & LIFECYCLE MARKETING LEADER

Goleta, California · mark@abrandagency.com · LinkedIn · Portfolio

Founder and operator with 10+ years building consumer brands and talent programs. Connects audience insight and creative direction with product, campaigns, commerce and the operational detail that brings them to life.

EXPERIENCE

We're Back Co. | Founder & Brand Operations Lead

Aug. 2024-present

- Founded and operate a Nebraska fan-culture brand spanning positioning, product concepts, campaign creative, Shopify, email and SMS, paid social, production and fulfillment.
- Grew to six-figure sales across thousands of orders, August 2024-August 2026. Built athlete collaborations for Emmett Johnson, Sam Hoiberg, Pryce Sandfort and Trae Taylor.

Ambassador Brand Agency | Founder & E-commerce Operations Lead

Apr. 2020-present

- Led merchandise and commerce programs for Molly Baz, DJ D-Nice / Club Quarantine, Leslie Jordan, Vin Scully and the Tommy Lasorda estate.
- Shaped Jim Jefferies' 2024 Australia tour merchandise range and coordinated artist feedback, commercial planning, production approvals and the venue handoff.
- Managed Willow Smith's Klaviyo newsletter and segmentation work in 2023-2024. Run in-house apparel production and fulfillment for consumer and business clients.

Lumpia Surf Team | Co-owner & E-commerce Operations Lead

Oct. 2022-July 2026

- Built and operated Shopify, Klaviyo, paid social, product launches and customer operations. The brand generated \$322.4K across 4,726 orders through May 2026.

Three Six Zero | Day-to-Day Manager

Mar. 2019-May 2020

- Managed business operations, partnerships, events, communications and merchandise logistics for Will Smith and family entertainment programs.

Good Goods / Westbrook | Merchandise Manager

Oct. 2016-May 2020

- Helped launch Bel-Air Athletics and the Will Smith x Jordan collaboration. Connected product development, brand storytelling, marketing, production and customer delivery.

I Love Ugly | USA Operations & Accounts Manager

Oct. 2015-Oct. 2016

- Managed U.S. retail and wholesale operations, accounts, receiving, inventory, freight, fulfillment and customer service for an international menswear brand.

TOOLS & CAPABILITIES

Brand positioning · Campaign strategy · Product launches · Athlete & talent programs · Shopify · Klaviyo · Email & SMS · Meta Ads · GA4 · Merchandising · Tour merchandise · Production & fulfillment · Adobe Photoshop · Canva

EDUCATION

B.S., Entrepreneurship; Minor, Business Administration · University of St. Thomas