

# ANDY STIEBLER

614·506·6422 • andy@andystiebler.com • Columbus, OH

Commerce, content & community operator — outdoors-native, owner-minded. CRO discipline plus pie-expanding growth.

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## PROFILE

eCommerce leader who owns the full digital experience — P&L, conversion, merchandising, and the team — at the intersection of commerce, content, and community. I run a maniacal CRO and LTV discipline on the funnel I have, and bring an audience-expansion lens most operators don't: brand-acquisition experience, collab instincts, and hands-on AI fluency. Outdoors-native and an owner-minded custodian of brand voice.

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## EXPERIENCE

### Director, Retail & eCommerce

2024 – Present

#### RV Mobile Power / Flex Power · Columbus, OH

- Owned the retail & DTC P&L and end-to-end customer journey; grew DTC from under \$5K to \$320K/month, on target for \$1M/month at a 15% marketing efficiency ratio (MER).
- Drove conversion and AOV through site experience, merchandising, and promotional strategy; built the content engine behind the storefront.
- Led brand-acquisition diligence on outdoor & lifestyle M&A targets — sourcing owned-line growth, not just optimizing existing demand.
- Deployed AI to automate reporting, sharpen insights, and eliminate redundancies; built and led a cross-functional team across creative, tech, and ops.

### Founder & Fractional eCommerce Lead

2022 – Present

#### Stiebler Commerce · Columbus, OH

*Inbound DTC engagements from successes at Garage Beer and BIGFACE; several concurrent with the role above.*

- **Canvas Lamps** — scaled email/SMS into a \$1.5M channel in 8 months; cut ad-management costs 12% and fulfillment 25% via Shopify Plus migration and 3PL setup.
- **Throne Sport Coffee** — led Shopify deployment and a lean tech team; loyalty/merch, CRM, and an MLB partnership.
- **BIGFACE Coffee** — owned DTC metrics, Shopify Plus, and Klaviyo automations, returning the brand to profitability.

### eCom / CRM Ops

2022 – 2024

#### Garage Beer · Columbus, OH

- Helped build America's fastest-growing beer brand — a content- and community-led DTC engine — with a loyalty program that beat investor expectations on acquisition cost.

### DTC & eCommerce Consultant

2021 – 2022

#### Thrasio · Boston, MA

- Led a custom Shopify Plus theme to scale 150+ DTC brands; defined content patterns, SEO, site architecture, and SOPs for performance and conversion.

### President & Strategy Director

2018 – 2021

#### Serif Creative · Columbus, OH

- Led a creative agency (~15 staff, 90+ contractors) from film studio to brand-content shop; managed 75+ accounts and \$8M+ in content investments.

### Digital & Strategy Consultant

2016 – 2018

#### Abbott Labs · Columbus, OH

- Transitioned a nutrition brand to DTC with a headless eCommerce site and multi-channel content (100+ videos, 700K emails, 360 social assets, 6 microsites).

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## SKILLS

### COMMERCE & CRO

Digital P&L, CVR / AOV / LTV, A/B testing, PDP/PLP & site architecture, merchandising, personalization.

### GROWTH & M&A

Brand-acquisition diligence, owned-line expansion, audience growth, Shopify Plus, EDI / 3PL.

### COMMUNITY & EDUCATION

#### LINES OF HOPE

Founder of a documentary series on veteran recovery through fly fishing, with the VA (linesofhope.com).

#### MIAMI UNIVERSITY, OXFORD, OH

Interdisciplinary Studies — Digital Media, Comms, Business (2007–2009).

#### SLIPPERY ROCK UNIVERSITY, PA

Park & Conservation, 2006; Varsity Water Polo.

### CONTENT · COMMERCE · COMMUNITY

Editorial-retail hybrids, brand-voice stewardship, collabs, content engines, loyalty-led growth.

### AI

Hands-on AI for reporting, insight, and killing redundancy; agentic workflows; Claude, Cursor, GPT, Perplexity.

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## ACCOMPLISHMENTS

### EAGLE SCOUT

Scouting's highest rank.

### AWARDS

Marcom, Hermes, Regional Addy & CSCA Awards.