

ANNE HOWREY

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SUMMARY

Shopify Plus and e-commerce operations leader with 12+ years in ecommerce and 20+ years in operations. PMP-certified, with an MBA in Entrepreneurship and Finance and a BA in Mathematics. Moves from strategy to hands-on execution: full-lifecycle Shopify Plus builds, international expansion, CRO, and tech-stack optimization. Co-founded and scaled a luxury skincare brand from \$300K to \$5M, then delivered 35 Shopify Plus client builds across 19 industries at an agency. Since 2024, has shipped working software and now directs AI agents as their PM: setting the goal, directing the agents, and owning quality.

CORE SKILLS

E-Commerce and Shopify Plus: Full builds, migrations, international expansion with Shopify Markets, subscriptions (Rebuy, Recharge), Shopify Flow, Liquid, CRO audits, UX strategy, client training.

Operations and Leadership: Multi-store retail operations, inventory and vendor management, budgeting, P&L ownership, team leadership (teams of 10 to 20).

Project Management: PMP, Lean Six Sigma Black Belt, Jira, Asana, Confluence, Slack.

Analytics and Tools: GA4, Google Tag Manager, Looker Studio, Excel, basic SQL, Figma, Adobe Creative Cloud.

AI and Development: Claude and Claude Code, ChatGPT, GitHub Copilot, Node.js, Python (self-taught), REST APIs.

PROFESSIONAL EXPERIENCE

Shopify Plus Consultant and Project Manager, Freelance

Jun 2025 – Present

Dallas, TX (Remote)

- Advise DTC brands on Shopify Plus optimization, app selection, and UX; deliver CRO insights, site audits, and roadmaps.
- Use AI tools to write and debug Liquid, generate UX copy, and support developers.

Project Manager, Ambaum

May 2022 – Jun 2025

Remote

- Delivered 35 Shopify Plus client builds across 19 industries while managing 10+ concurrent accounts, from beauty and beverages to powersports and B2B industrial.
- Led end-to-end Shopify Plus builds, migrations, and international expansions for global DTC brands, directing designers, developers, and QA.
- Grew subscription revenue \$500K and AOV 7.6% (orders +13.7%) for a seafood brand using Rebuy and Recharge.
- Cut launch time from weeks to hours and costs 50% for a bicycle brand by consolidating storefronts through Shopify Markets.
- Ran CRO audits, roadmaps, and UX strategy, and trained every client on Shopify.

Co-Founder and Head of E-Commerce and Operations, Joanna Czech

Jan 2014 – Sep 2021

Dallas, TX

- Scaled a luxury skincare and services brand from \$300K to \$5M in annual revenue.
- Built the Shopify Plus ecosystem, integrating POS, CRM, booking, and fulfillment.
- Opened and operated 3 retail stores (budgets \$200K to \$1M each) and led a 10+ person team.
- Managed \$1.5M+ inventory across 600+ SKUs and 50+ luxury vendors tied to seasonal events (Oscars, Met Gala).
- Introduced European luxury brands such as Biologique Recherche to Dallas and sold now-major brands early, including Tatcha, Augustinus Bader, and Nécessaire; featured in the September issue of Vogue.

Director of Operations, Lost Hairdressers Salon (formerly Chad Rookstool)

Aug 2012 – Aug 2021

Dallas, TX

- Directed operations for a 13-chair upscale salon generating ~\$1.5M annually with up to 20 staff, concurrent with the Joanna Czech role.

Junior Accountant, Maverick Capital

Aug 2010 – Dec 2011

Dallas, TX

- Owned accounts payable end to end, built the annual telecommunications and operations budget, and reconciled wire and ACH activity.

Sales Manager, Northeast US, Universal Pictures

Jul 2008 – Jul 2010

Boston, MA

- Managed sales for 30+ Northeast accounts on a \$1B+ film slate.

Senior AR Supervisor, Universal Pictures

Jul 2005 – Jul 2008

Dallas, TX

- Led a 13-person accounts receivable team processing 1,200+ payments per week.
- Built Excel automations that recovered \$50K+ per year and cut processing time ~40%.

Theatre Database Coordinator, Universal Pictures

Mar 2004 – Jul 2005

Dallas, TX

- Maintained the national theatre database covering 8,000+ screens.

AI AND AUTOMATION (SELF-DIRECTED, 2024 – PRESENT)

- LockerDrop.it: a live Shopify app for contactless locker handoff. Reframed peer-to-peer exchange from "meet safely" to "do not meet at all," removing the need for buyer and seller to be present at the same time.
- AI job-search platform: a data pipeline that scores roles with an LLM, generates tailored resumes and cover letters, and runs on a scheduled cloud server with a hosted dashboard.
- Volunteer Golf: a live volunteer-management app used by staff at a PGA Tour event.

EDUCATION AND CERTIFICATIONS

MBA, Entrepreneurship and Finance, Northeastern University, 2011

BA, Mathematics, The University of Texas at Austin, 2003

Project Management Professional (PMP), December 2021 | Lean Six Sigma Black Belt, December 2021

Shopify Verified Skill Badges: International Selling, Selling Fundamentals, Solution Planning