

# David Varnai Clavier

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## Profile

I am passionate about technology, marketing strategy, eCommerce, and business development. I am an information architect who knows how to design automation workflows in an eCommerce environment, and create campaigns that will drive visitors to the website.

I am passionate about data, analyzing user behavior and optimization of systems to enable growth. In a data driven business like eCommerce, I am leaning on the best practices in SEO and conversion optimization with the combination of data to develop marketing strategies and drive traffic and conversions.

Driven by my entrepreneurial spirit, I am focused on finding the opportunity to join a passionate team of professionals who, by complementing various skill sets, can serve as a proving-ground to mutual success.

While I am very cognizant of my strengths, I make a point to be self-aware - rather than oblivious of my shortcomings. I compensate by building a well-rounded team that can fulfill the varied demands of building a business.

I am passionate about technology, marketing strategy, and business development while stimulated by conceptualization of ideas and potential new ventures.

I feel natural in the technology industry but find the mix of technology and traditional business equally appealing.

I have respectable experience in both tech. and general trade/service businesses and I love the challenge of bridging and exploring those yet undefined areas.

## Core Competencies include

- Strong analytical and strategic thinker with creative problem solving skills
- eCommerce and Online Distribution
- Marketing and Advertising Strategy
- Online Advertising Management, Email Marketing, SEO, SEM, Content Development and media buying
- Business Development and Strategic Partnerships
- Product Sourcing, Buying and Inventory Management
- Fulfillment management for eCommerce and warehousing
- Business Analysis and Process Optimization
- Multi Lingual

## PROFESSIONAL EXPERIENCE

### 2013-Present: ZenniOptical.com

#### Head of eCommerce Marketing and Technologies

Joined ZenniOptical to develop and lead online and off-line marketing team with a newly redesigned website on Oracle ATG platform.

Overseeing Platform migration from Magento Enterprise to Oracle ATG/Endeca

Responsibilities including but not limited to:

- Managing every day Marketing and Design
- Recruiting in-house team for front-end development, marketing and UX/UI
- Optimizing SEM, eMail, SEO and content marketing activities
- Establishing new vendors to match technology changes from Magento to Oracle ATG
- Developing strategy for Off-Line advertising and PR

## 2010-2013: - San Rafael, CA

### **Director, General Manager:**

SFRproducts Inc. started as an eBay seller account in 2006, focused mostly on hair care and styling products. Two owners recognized the opportunity and showed interest in developing SFR from a small home based venture into a full –time capacity. Mid 2009 I started working with SFRproducts Inc. as a Non-Official consultant to assist with achieving these goals.

One year after opening the first warehouse/office space in San Rafael CA, the company leadership was passed to me, and I started acting as General Manager.

**Continuing a great growth rate from 2009, SFR was able to grow revenue from \$~400K in 2009 to \$1,75Mil by the end of 2011.**

## 2009-2010: "IDC" - Chicago, IL

### **Managing Partner:**

Recognized an opportunity for business with a less experienced but well-funded partner in a high margin niche. Developed and executed early stage Business Strategy for IDC, within the first year successfully grown the operation to 25 employees including a back office with call center and Marketing Department, supporting 8 teams on the road, servicing 3 states (Illinois, Wisconsin and Indiana)

**Within the second year, the company revenue grew to ~\$1,500,000.**

## 2006-2008: "Slider Installation Services Inc." - San Francisco, CA

### **Owner and Founder:**

Shortly after moving to the USA, I identified an opportunity to partner with The Sliding Door Company, manufacture and distributor of office partition solutions, and high-end residential sliding door applications.

Developed a relationship with the Founder in L.A, and Engaged in Relationship as the Strategic Partner for "The Sliding Door Company" in the San Francisco Bay Area.

My company provided the Sliding Door Company with technical and logistical support including;

- Technical Sales Support
- Pre-Sale Measurements
- Customer Service
- Logistics
- Installations
- Worked in the field to learn the trade and gain experience in the industry
- Hired, trained and managed installers and oversaw warehouse management.
- Took important part in building the company procedures and workflow to facilitate efficiently the collaboration between TSDC and Slider Installation.

## 2003-2006: "Bug Multisystem" - Israel

### **Flagship Store Manager:**

Managed operational performance of branch with over 15 employees, and worked with upper management to ensure alignment with company profit and sales goal.

My responsibilities included:

- Hiring and managing personnel
- Sales Management
- Support and technical team management
- Working with suppliers and manufacturers
- Inventory management

**Was awarded "Youngest Manager" in the company's history and was able to grow over 20% in Revenue during the first 6 month on the job.**

## 2000-2003: IDF – Israel

Sgt. in the 946 Battalion of Israeli Air Force

## **Education**

- Fluent Knowledge of Languages: English, Hebrew, Hungarian
- 2006 The Interdisciplinary Center Hertzelia

I've joined the Interdisciplinary Center in Herzliya, Israel with a grant for excellency to the double major program in Computer Science and Business. At the end of 2006 I decided to drop out of the program and moved to the USA. Education is a never ending process which I enjoy very much; I have a natural craving for information and knowledge, which I satisfy by reading a lot and self-educating and participating in selective courses and online education in many different subjects and areas of interest.

- 1998 "In-Line College" - Professional Certificate: "PC and Communications Networks Technician"
- "Cash Flow" financial college – Small Business Management/Development
- "Cash Flow" financial college – Real Estate Investment