

THOMAS FUNK

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[linkedin.com/in/webmarketer](https://www.linkedin.com/in/webmarketer)

*Results-driven and innovative
ecommerce marketer, teacher,
public speaker and author*



SKILLS

- eCommerce
- Digital Marketing
- Amazon Seller Central
- Walmart Seller Center
- Brightspace, Canvas & Blackboard LMS
- Target+
- Shopify
- Subscription & Loyalty
- Search Engine Optimization
- Social Media
- Product Management
- Usability & A/B Testing
- Google Analytics
- Web Content Management

PROFESSIONAL EXPERIENCE

eCommerce Director, [Ann Clark Ltd](#)

May 2021 – present

Lead digital marketing and ecommerce on website, Amazon and Walmart marketplaces for \$15M manufacturer of cookie cutters, baking mixes and supplies

Lecturer, [University of Vermont Grossman School of Business](#)

Spring 2023 - present

Teach BUS 3550 Digital Marketing, BUS 2500 Marketing Management to undergraduates; MBA 6200 Digital Marketing for Sustainable Brands in the Sustainable Innovation MBA program; BUS 6550 Sustainable Marketing for Professional & Continuing Education (PACE)

Visiting Assistant Professor of Marketing, [Champlain College](#)

Fall 2020

Adjunct Instructor of Marketing

2021 - present

Develop and teach undergraduate courses in the Stiller School of Business on campus and online, with emphasis on digital marketing, analytics and consumer behavior.

Senior Consultant, [Lean Edge Marketing](#)

2020 – 2024

Profitably grow client sales on Amazon Seller Central through product listing optimization, account management, Amazon advertising and FBA logistics.

Marketing Director, [Gardener's Supply Company](#)

2018 - 2020

Directed Gardeners.com online marketing including paid search and display, email, Amazon, Walmart and Target marketplaces, and direct-mail driving \$60M annual revenue. Led Amazon revenue growth team in product assortment, search optimization, advertising and FBA logistics. Grew Marketplace sales 37% in 2019.

Senior Product Manager, [Keurig Green Mountain, Inc.](#)

2013 - 2018

Led product roadmap for Keurig.com, a \$260M B2C business. Increased conversion 60% YOY on mobile. Researched and commercialized features including Auto-Delivery coffee subscription, Quick Reorder, PayPal and PayPal Credit. Responsible for full product lifecycle, JIRA documentation, backlog grooming, Agile and waterfall development, and monitoring product KPIs.

Senior Marketing Manager, [Green Mountain Coffee Roasters, Inc.](#)

2011 - 2013

Managed fast-growing \$116M ecommerce business, leading a team in customer acquisition and retention through online advertising, email, affiliates, SEO, and direct mail. Directed 265K-member Cafe Express coffee subscription business. Led website enhancements including UX and mobile optimization.

Vice President of Marketing, [Timberline Interactive](#) acquired by [CommerceV3](#)

2007 - 2011

Managed online marketing and website development projects for Wine of the Month Club, Garrett Wade, Terry Bicycles, VBT, Lake Champlain Chocolates, and Gorton's Seafood. Performed SEO, online advertising and PR, email marketing, web analytics configuration and reporting, website usability and A/B testing. Co-managed Vermont office, performed business development and client services.

Web Manager, [Vermont Teddy Bear Company](#) & [PajamaGram](#)

2000 - 2007

Managed five ecommerce websites transacting \$52M per year. Helped launch PajamaGram. Initiated \$3M online advertising program and \$2M SEO program. Responsible for production of emails driving \$6M per year. Served on Peak Committee to prepare for holidays pacing up to 2,000 orders per hour.

EDUCATION

Champlain College, Robert P. Stiller School of Business

Master of Business Administration
Advanced Management concentration, 4.0 GPA

Middlebury College

BA, English, minor in Computer Science & Engineering
Summa cum laude, Phi Beta Kappa

SPEAKING

A frequent conference speaker, I have delivered presentations, panels, and roundtables at:

- Internet Retailer Conference & Exposition (Boston, Chicago)
- Online Retailer Expo & Conference (Sydney, Australia)
- Envision B2B (Chicago)
- Internet Retailer Web Design Conference (Orlando)
- Genesys Consulting, Lucent/Alcatel company meeting (Las Vegas)
- Shop.org Summit (Las Vegas)
- Shop.org Marketing Webinar
- ACCM Conference (New Orleans)
- DMA Conference (San Francisco)
- Loyalty Expo (Orlando)
- Conversion Conference (New York)
- Retail Marketing Conference 2010 (Orlando)
- Vermont/New Hampshire Marketing Group Conference
- Vermont Web Marketing Summit

Books

Author of three business books:

Advanced Social Media Marketing (Apress, 2013)

Social Media Playbook for Business (Praeger Publishing, 2011)

Web 2.0: Understanding the New Business Models, Trends & Technologies (Praeger Publishing, 2008)

"If you want the history, the tour, and the context, let Tom teach you what you don't know (but should) about the essential changes of Web 2.0" – Seth Godin

"This highly accessible guide provides the latest information on the most popular activities on the Web; new ways to market, attract customers, and keep your Web site vibrant; and ways to protect yourself from the growing menace of cybercrime."

– Booklist

"Tom Funk offers a clear, compelling, non-technical and easy-to-understand guide to implementing and benefiting from Web 2.0."

– Kurt Peters, Editor in Chief, *Internet Retailer*

"This well-organized and well-written work is essential for anyone interested in the Web and its development, particularly as it relates to the business world. Essential."

Choice

HIGHER EDUCATION

Courses taught:

- **MKT 250 Introduction to Digital Marketing** (Champlain College)
- **MKT 210 Consumer Behavior** (Champlain College)
- **MKT 355 Digital Marketing Analytics** (Champlain College)
- **MKT 360 Advanced Digital Marketing** (Champlain College)
- **MKTG 440 Ecommerce Management** (Champlain College Online)
- **BUS 2500 Marketing Management** (University of Vermont)
- **BUS 3500 Digital Marketing** (University of Vermont)

Courses developed:

- MKT 110 Introduction to Marketing (Champlain College)
- MKTG 355 Digital Marketing Analytics (Champlain College Online)
- MKTG 360 Advanced Digital Marketing (Champlain College Online)
- MKTG 440 Ecommerce Management (Champlain College Online)

Institutional Service:

- John W. Heisse, Jr. M.D. Endowment Fund Student Experience Grants, 2021, 2022, 2023, 2024: Obtained grants and facilitated student experiential learning through marketing that benefited small businesses, nonprofits, women-owned, minority-owned, and veteran-owned businesses.
- Internship Provider & Supervisor (Ann Clark Ltd), Spring 2024: Champlain College MKT 290 Marketing Internship.
- Champlain College 2.0 Working Group: Business, 2024
- [Digital Marketing Competition](#), Spring 2025, Fall 2023: Mentored three Champlain College teams, and four University of Vermont teams. Top performing team finished #18 among 271 teams worldwide.
- [Student Digital Marketing Competition](#), 2021: Mentored two Champlain College students who finished #15 and #38 worldwide.
- Champlain College Experiential Learning Institute, 2021, presenter.
- Vermont Agency of Commerce & Community Development, [Small Business Recovery Technical Assistance Program](#), Fall 2020
Delivered business consulting and website development through Champlain College Stiller School of Business to businesses impacted by Covid-19.