

Brandon Williams

E-COMMERCE & GROWTH LEADER

Founder of Kinvero. Shopify + AI Automation Builder. 9+ Year Shopify Partner. Founder, operator, and builder working where e-commerce, growth, and AI automation meet. I run e-commerce operations, build internal apps and API integrations, and lead the systems that move real revenue.

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\$1M+

CLIENT REVENUE MOVED

9+ yrs

SHOPIFY PARTNER

\$16K→100K

PER MO, 10 MONTHS

3rd/50

GOOGLE HACKATHON

EXPERIENCE

E-Commerce Director

Mar 2024 – Feb 2025

Chemical & Solutions E-Commerce Brand (Confidential)

- Led the entire e-commerce operation, growth, and day-to-day. Took the store from about **\$16K to over \$100K a month in 10 months**.
- Owned the full growth stack: SEO, Google Ads and Shopping, email, and product strategy. **100K+ sessions, 7.94% peak conversion**, 7,500+ orders.
- Rebuilt the storefront and merchandising, and set the content and reporting systems the team ran on.

Founder

2024 – Present

Kinvero

- Founded and run a marketing-systems studio for e-commerce brands. Helped clients move **over \$1M** in revenue.
- Lead strategy and delivery across Shopify growth, SEO, paid search, landing pages, and GoHighLevel CRM automation.
- Built AI-powered audit and reporting tools, including a free website growth auditor.

E-Commerce Automation Builder

Sep 2022 – Present

Client Projects · Contract

- Design and build internal tools, API integrations, and automations for e-commerce operations.
- Built an internal Shopify app connecting an auto parts store to the **Turn14** distributor through an API: bulk sync, idempotent updates, cleaner inventory.
- Use Claude Code and Hermes to build, debug, and ship faster, with GitHub and Vercel.

Shopify Partner

Oct 2016 – Present

Freelance

- 9+ years building and growing Shopify stores: storefronts, theme work, product and landing pages, SEO, email, and conversion.

SKILLS

GROWTH & E-COMMERCE

- Shopify
- E-Commerce Strategy
- CRO
- SEO
- Paid Search
- Email

AI & AUTOMATION

- Claude Code
- Hermes
- AI Agents
- Workflow Automation
- GoHighLevel

BUILD & INTEGRATIONS

- Shopify API
- Node.js
- Python
- Vercel
- GitHub

HIGHLIGHTS

- **3rd place**, Google DeepStation Miami hackathon (Prompt Pirates), 2026.
- **Published photographer**. Shoot culture worldwide, events and musicians. Published in a Japanese culture magazine, Complex, Riddim Magazine, and more.
- Built **brandonw.io** and run AI workshops for non-technical teams. Toastmasters communication.
- Traveled **12 countries** this year while building and shipping.