

Portfolio

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B2C E-Commerce & Retail

Direct-to-Consumer E-Commerce

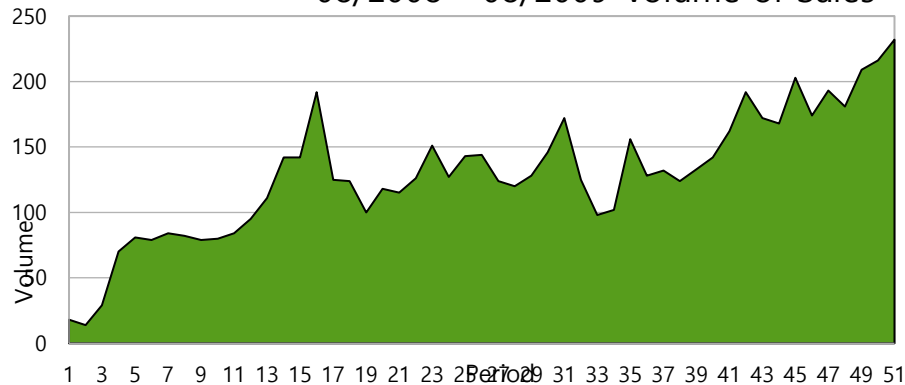
| Highkickz : Online Sales & Marketing Lead (eBay + Amazon)

| 8 stores in New York, New Jersey, Queens

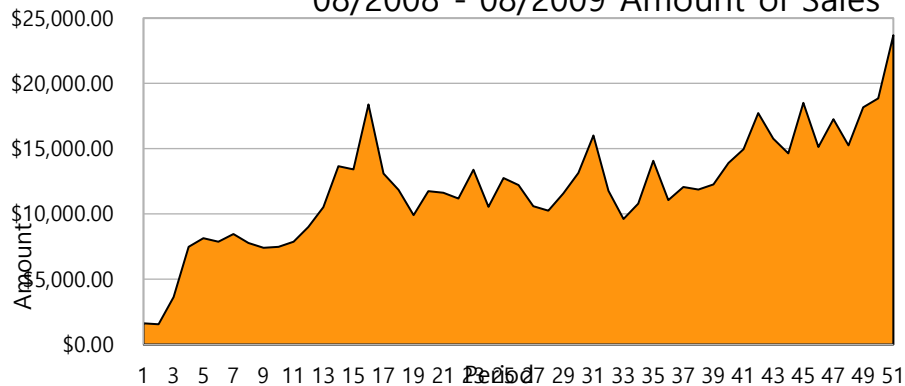
Highkickz | E-Commerce & Retail Overview

Direct-to-Consumer
E-Commerce & Retail

08/2008 - 08/2009 Volume of Sales



08/2008 - 08/2009 Amount of Sales



09.2008 – 09.2008 eBay Highkickz Sales Report

Nm	Month	Week(From)	(to)	Volume/week	Amount/week	Monthly Sold	Monthly Am
1	September	2008/9/1	2008/9/7	18	\$1,615.92		
2	September	2008/9/8	2008/9/14	14	\$1,539.54		
3	September	2008/9/15	2008/9/21	29	\$3,641.22		
4	September	2008/9/22	2008/9/28	70	\$7,476.17	131	\$14,272.85
5	October	2008/9/29	2008/10/5	81	\$8,148.97		
6	October	2008/10/6	2008/10/12	79	\$7,880.50		
7	October	2008/10/13	2008/10/19	84	\$8,455.27		
8	October	2008/10/20	2008/10/26	82	\$7,765.11		
9	October	2008/10/27	2008/11/2	79	\$7,410.86	405	\$39,660.71
10	November	2008/11/3	2008/11/9	80	\$7,489.36		
11	November	2008/11/10	2008/11/16	84	\$7,861.15		
12	November	2008/11/17	2008/11/23	95	\$8,996.46		
13	November	2008/11/24	2008/11/30	111	\$10,513.67	370	\$34,860.64
14	December	2008/12/1	2008/12/7	142	\$13,665.63		
15	December	2008/12/8	2008/12/14	142	\$13,403.89		
16	December	2008/12/15	2008/12/21	192	\$18,390.64		
17	December	2008/12/22	2008/12/28	125	\$13,099.79	601	\$58,559.95
18	January	2008/12/29	2009/1/4	124	\$11,854.83		
19	January	2009/1/5	2009/1/11	100	\$9,902.77		
20	January	2009/1/12	2009/1/18	118	\$11,737.92		
21	January	2009/1/19	2009/1/25	115	\$11,623.81		
22	January	2009/1/26	2009/2/1	126	\$11,187.71	583	\$56,307.04
23	February	2009/2/2	2009/2/8	151	\$13,392.46		
24	February	2009/2/9	2009/2/15	127	\$10,555.31		
25	February	2009/2/16	2009/2/22	143	\$12,744.24		
26	February	2009/2/23	2009/3/1	144	\$12,198.87	565	\$48,890.88
27	March	2009/3/2	2009/3/8	124	\$10,587.72		
28	March	2009/3/9	2009/3/15	120	\$10,240.62		
29	March	2009/3/16	2009/3/22	128	\$11,573.70		
30	March	2009/3/23	2009/3/29	146	\$13,131.91	518	\$45,533.95
31	April	2009/3/30	2009/4/5	172	\$16,002.53		
32	April	2009/4/6	2009/4/12	125	\$11,767.14		
33	April	2009/4/13	2009/4/19	98	\$9,610.12		
34	April	2009/4/20	2009/4/26	102	\$10,782.07		
35	April	2009/4/27	2009/5/3	156	\$14,085.34	653	\$62,247.20
36	May	2009/5/4	2009/5/10	128	\$11,050.44		
37	May	2009/5/11	2009/5/17	132	\$12,064.49		
38	May	2009/5/18	2009/5/24	124	\$11,856.85		
39	May	2009/5/25	2009/5/31	133	\$12,264.24	517	\$47,236.02
40	June	2009/6/1	2009/6/7	142	\$13,895.70		
41	June	2009/6/8	2009/6/14	162	\$14,962.36		
42	June	2009/6/15	2009/6/21	192	\$17,718.46		
43	June	2009/6/22	2009/6/28	172	\$15,763.10		
44	June	2009/6/29	2009/7/5	168	\$14,639.35	836	\$76,978.97
45	July	2009/7/6	2009/7/13	203	\$18,510.55		
46	June	2009/7/14	2009/7/19	174	\$15,135.01		
47	June	2009/7/20	2009/7/26	193	\$17,259.67		
48	June	2009/7/27	2009/8/2	181	\$15,260.34	751	\$66,165.57
49	August	2009/8/3	2009/8/9	209	\$18,163.07		
50	August	2009/8/10	2009/8/16	216	\$18,861.17		
51	August	2009/8/17	2009/8/23	232	\$23,692.57	657	\$60,716.81
Total				6,587		\$611,430.59	

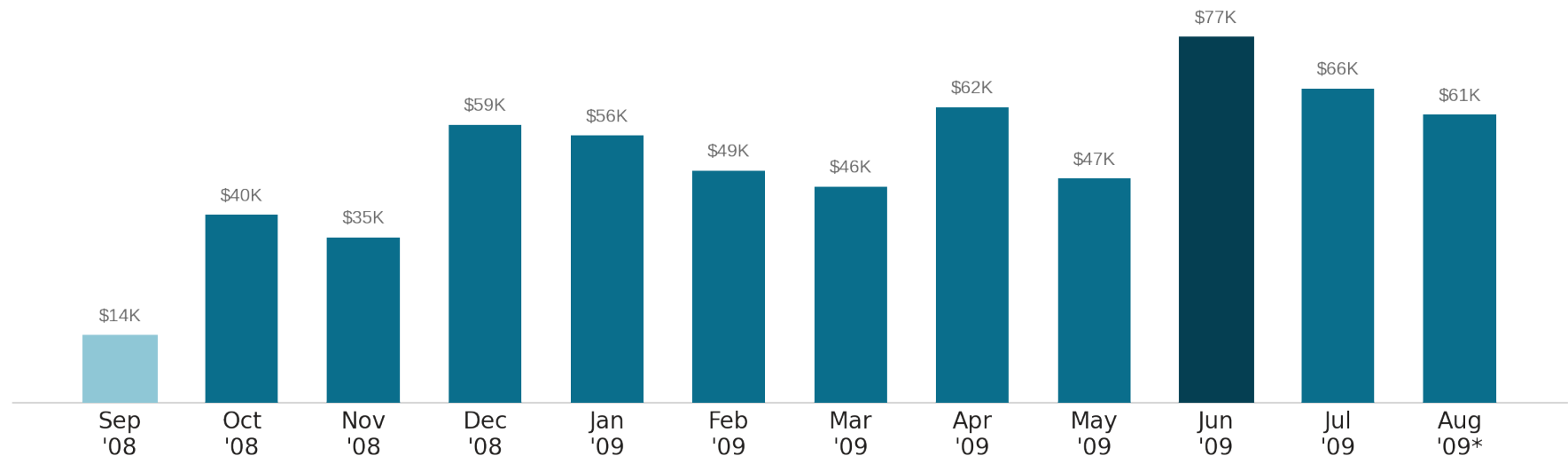
Highkickz | E-Commerce & Retail Overview

Direct-to-Consumer E-Commerce & Retail

- Overview : Online sales & marketing lead for an 8-location footwear retailer
- Channels : Launched eBay + Amazon from zero, 2008–2009
- Growth : 5.4x eBay revenue in 9 months (\$14K → \$77K); \$611K / 6,587 units sold
- Highlights : Custom storefront design, scarcity-driven promotions, Facebook coupon campaign

eBay Monthly Revenue — Highkickz (Sep 2008 – Aug 2009)

5.4x growth in 9 months (\$14K → \$77K)



B2C / E-COMMERCE

Highkickz | Store page



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Site Map

Home > eBay Stores > highkickz > All Categories

Add to Saved sellers | Sign up for Store newsletter



Store search

Search

☐ in titles & description

CATEGORY

New Arrivals

Men's New

Women's New

Junior's New

Children's New

Baby's New

Special Deals

HOLIDAY SALE

Holiday Sale

Sales up to 75%

50~75% off

40~45% off

30~35% off

20~25% off

15% off

10% off

Gender

Men's Shoes

Women's Shoes

Junior's Shoes

Children's Shoes

Baby's Shoes

NIKE

Air MAX

Shox

Air Jordan

Air Force 1

Air Pegasus

Dunk

Others

Other Brands Shoes

Adidas

PUMA

Pastry

Reebok



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---All Shoe Styles---

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---All Shoe Sizes---

Search our Store



B2C / E-COMMERCE

Highkickz | Campaigns



Highkickz | Campaign Assets

HIGHKICKZ

Valentine's Sale

50% off

All Items in the "Gifts for him" and "Gifts for her" folders are 30-50% off
Only US Domestic Shipping is Free and Delivery
visit our e-stores "stores.ebay.com/highkickz" and "www.highkickz.com"

for Her for Him Clearance New

Valentine's Sale

50% off

All Items in the "Gifts for him" and "Gifts for her" folders are 30-50% off
Only US Domestic Shipping is Free Delivery

HIGHKICKZ

♥ Gifts for Her ♥

50% off NIKE DUNK LOW PREMIUM WOMEN retail price \$99.99 \$49.99	40% off NIKE WMNS AIR MAX 90 WOMEN retail price \$89.99 \$53.99	30% off NEW NIKE SHOX NZ LE GS retail price \$84.99 \$59.49
50% off ADIDAS ZXZ ADV LEA GS retail price \$74.99 \$37.49	50% off PUMA PACE CAT JR retail price \$79.99 \$39.99	50% off PUMA LIGHT FLIGHT GS retail price \$59.99 \$29.99

♥ Gifts for Him ♥

50% off ADIDAS ITALIA 74 MEN retail price \$79.99 \$39.99	50% off ADIDAS ADI RACER MEN retail price \$84.99 \$42.49	50% off PUMA GV SPECIAL MEN retail price \$90.00 \$45.00
30% off PUMA MY-1 REBRON retail price \$119.99 \$83.99	30% off NIKE AIR TRAINER SC HI retail price \$100.00 \$70.00	30% off NIKE AIR TRAINER MAX 2 '94 retail price \$100.00 \$70.00

Visit our Stores : stores.ebay.com/highkickz & www.highkickz.com

B2C / E-COMMERCE

Highkickz | Campaign Assets



www.highkickz.com

Highkickz | Campaign Assets

Thanksgiving Black Friday
Cyber Monday

BIG SALE

from November 21
to December 31

up to 50% off
Selected Item Only

Thanksgiving Sales event Thanksgiving Sale on www.hihgkickz.com
listed items discount up to 40%
enjoy shopping and happy Thanksgiving holiday.
Please visit www.hihgkickz.com.

NIKE



~~\$100.00~~
\$45.00 Free Shipping




WWW.HIGHKICKZ.COM

BIG SALE

from November 21
to December 31

up to 50% off
Selected Item Only

 ADIDAS ALI CLASSIC II retail price \$100.00 50% off \$50.00	 NIKE AIR JORDAN FUSION 3 retail price \$150.00 40% off \$90.00	 NIKE AIR JORDAN FUSION 5 retail price \$160.00 40% off \$96.00
 NIKE AIR JORDAN FUSION 8 RETRO retail price \$160.00 40% off \$96.00	 NIKE AIR TRAINER SC HI retail price \$100.00 35% off \$65.00	 WMNS NIKE SHOX TL VI retail price \$150.00 35% off \$97.50
 NIKE AIR TRAINER MAX 2 retail price \$100.00 35% off \$65.00	 NIKE AIR MAX 95 retail price \$140.00 35% off \$91.00	 NIKE AIR FORCE 1 PREMIUM MID retail price \$140.00 30% off \$98.00
 NIKE AIR TRAINER HUARACHE retail price \$95.00 30% off \$66.50	 NIKE AIR MAX INTERNATIONAL retail price \$90.00 25% off \$67.25	 WMNS NIKE SHOX PURSUIT+ retail price \$100.00 25% off \$75.00
 NIKE AIR CLASSIC BW retail price \$100.00 25% off \$75.00	 NIKE AIR JORDAN OL'SCHOOL II retail price \$125.00 20% off \$100.00	 NIKE AIR MAX 95 retail price \$140.00 20% off \$112.00