

SHANE BISSELL

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EDUCATION

University of California, Berkeley

B.A. in Legal Studies

Minor in Data Science

Certificate in Entrepreneurship & Technology

Division I NCAA Track & Field Student-Athlete (5 years)

EXPERIENCE

Identify – Co-Founder & Chief Operating Officer

Dec 2023 – Present · Los Angeles, CA

- Lead product development and strategy for B2B SaaS tools supporting Amazon sellers
- Built Chrome Extension (React) and backend infrastructure (Python/Tornado) with Amazon API integrations
- Designed reimbursement workflows and integrated Stripe and Sendinblue APIs for automation
- Managed UX/UI design in Figma and established brand identity
- Directed offshore team of 20+ developers across web, portal, and extension interfaces

Mediacast365 – Director of Sales

Jul 2024 – May 2025 · Los Angeles, CA

- Drove AI-powered sales strategies to deliver customer-centric engagement platforms
- Empowered sales and marketing teams to build authentic client relationships
- Championed automation while maintaining a human-centered customer approach

Kick Back California LLC – Chief Operating Officer

Jun 2023 – May 2024 · Los Angeles, CA

- Scaled ecommerce business to \$2M+ in sales within 6 months through supplier partnerships
- Conducted data analysis with five tools to optimize product listings
- Managed virtual assistants and led daily operations, logistics, and business development

Appert – Business Development & Brand Manager

Jan 2022 – Jul 2022 · Berkeley, CA

- Developed brand strategy and marketing for a UC Berkeley food-tech startup
- Created pitch decks, supported fundraising, and refined business model
- Led research, positioning, and communication strategies for market entry

SKILLS

- Product Strategy & Management
- Python · React · Data Analysis · UX/UI Design (Figma)
- Amazon SP-API · Keepa · Stripe · Sendinblue (Brevo)
- E-commerce & SaaS Growth · Google Analytics
- Sales Enablement · Operations · Team Leadership
- Strong Communication & Collaboration