

SHAWN McQUAID

Ecommerce Infrastructure & Digital Operations Leader

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Victoria, BC | ShawnMcQuaid.com

Operations and IT leader with 20+ years building the digital infrastructure that scales businesses. I've driven a 15x revenue increase for an online retailer, managed \$1M+ in digital ad spend at industry-leading ROI, built production Proxmox clusters serving live workloads, and deployed AI-augmented systems that cut operational costs. Founder and operator of two businesses, I bring an owner's perspective to every engagement — focused on measurable outcomes, lean operations, and technology that pays for itself.

CORE COMPETENCIES

Ecommerce & Operations

Shopify, BigCommerce, WooCommerce
POS: Square, Lightspeed, Clover
Warehouse automation (SkuVault)
Product management & fulfillment
CRM: HubSpot, Salesforce, Zendesk

IT Infrastructure

Proxmox VE cluster management
Linux server administration
Docker & containerization
Networking, DNS & SSL
MCP server deployment

Digital Strategy & AI

Google Ads (Certified Partner)
SEO, GA4 & Search Console
AI workflow automation (Claude, MCP)
WordPress development
Project & team leadership

PROFESSIONAL EXPERIENCE

IT / Ecommerce Manager | WITS Programs Foundation

2022 – Present

Leading all technology operations for a charitable organization delivering Social-Emotional Learning (SEL) education across Canada.

- **Built and manage multi-node Proxmox clusters** powering production workloads, achieving high availability for mission-critical systems
- **Deployed MCP servers and AI-augmented systems** using Claude API to automate operations and reduce administrative overhead
- Manage all ecommerce systems, web properties, and digital infrastructure end-to-end
- Oversee IT strategy, vendor management, security, and cloud infrastructure roadmap

Founder & Principal Consultant | ShawnMcQuaid.com

2004 – Present

Independent consultancy providing ecommerce, infrastructure, and digital strategy services to SMBs and organizations across Western Canada.

- **Delivered end-to-end ecommerce solutions** across Shopify, BigCommerce, WooCommerce, and custom platforms for clients including BCIT, Intel, and One Percent Realty
- **Managed \$1M+ in Google Ads spend** across client accounts as a Certified Google Partner, consistently delivering industry-leading ROI
- Built and maintained production websites, server infrastructure, analytics pipelines, and marketing campaigns
- Provided strategic consulting on ecommerce operations, technology selection, process automation, and digital growth

Co-Founder & Managing Director | Presto Entertainment

2005 – Present

Co-founded and operate a DJ and photobooth entertainment company serving Metro Vancouver and Vancouver Island.

- **Built the business from zero to a sustainable operation** spanning 20+ years, managing all technology, booking systems, marketing, and client relations
- Developed custom operational systems for scheduling, invoicing, and customer management
- Maintained the company's web presence, SEO, and digital marketing through evolving platforms

IT / Ecommerce Director | LegArt Apparel Inc.

2014 – 2022

Directed all technology and ecommerce operations for a growing online clothing retailer over an 8-year engagement.

- **Managed full Shopify ecommerce operations** including product catalogue, order processing, and multi-channel sales strategy
- **Implemented warehouse automation** using SkuVault with labeled bins and wave picking, improving fulfillment speed and accuracy
- **Deployed POS systems** (Square, Lightspeed, Clover) for retail integration and unified inventory management
- Oversaw website development, marketing campaigns, and customer experience across all digital touchpoints

Ecommerce Coordinator | Andrew Sheret Limited

2015 – 2018

Ran PlumbingOnline.ca, the online division of one of Canada's largest plumbing supply companies.

- **Drove exceptional month-over-month revenue growth** through integrated SEO, PPC, and social campaigns at industry-leading ROI
- **Achieved 97% positive customer reviews** with 50% faster response times than the industry average
- Managed all ecommerce sales, customer support operations, and digital marketing for the online division

Ecommerce Marketing Manager | Gabriel Ross

2008 – 2010

Managed the online division of a national modern furniture company headquartered in Victoria, BC.

- **Achieved a 15x increase in online revenue** in under two years by overhauling marketing strategy, SEO, and marketplace presence
- **Ranked #1 on Google for "modern furniture"** — competing against millions of results — through advanced optimization techniques
- Managed multi-channel sales (eBay, direct), inventory systems, and internal technical support

EARLIER CAREER

Specialist, Ecommerce Support & Customer Management | Sobeys / Thrifty Foods

2018 – 2019

Specialized Case Manager, Facilitator & Webmaster | WorkBC / Global Vocational Services

2011 – 2015

Manager, IT and Marketing | Mantra Venture Group

2007 – 2008

Activation Support | eBay Canada

2003 – 2004

EDUCATION

Human Resource Management Diploma | British Columbia Institute of Technology (BCIT)

2001 – 2003

Heavy Duty Mechanics Apprenticeship | Nanaimo, BC

1996 – 2000

Grade 12 Diploma with Honours | Nanaimo District Secondary School

1991 – 1996

CERTIFICATIONS & CREDENTIALS

Google Ads Certified Partner • Google Analytics Certified