

ROBERT SHARPLES

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Totnes, Devon, TQ9
Full UK driving licence

ECOMMERCE · TRADING · DIGITAL

SUMMARY

Ecommerce owner-operator with hands-on experience across Shopify, onsite trading, merchandising, CRO, analytics and digital delivery. I have owned buying, pricing, margin, stock, campaigns, suppliers and customer service, while building the storefronts and reporting behind them. Commercially minded and data-led, I turn customer and performance insight into practical improvements, either delivering them directly or briefing and validating partners. My wider background in hospitality and independent business brings strong team leadership, operational judgement and full P&L ownership.

EDUCATION

BA Philosophy (2:1)

Heythrop College, University of
London

2009 - 2012

Aeronautical Engineering Foundation

Loughborough University

2007 - 2008

SKILLS

- Ecommerce trading & merchandising
- Shopify, themes & headless storefronts
- Conversion, AOV & customer journeys
- GA4, reporting & commercial insight
- SEO, content & Klaviyo lifecycle flows
- Digital roadmaps, briefing & QA
- Team, supplier & partner leadership

WORK EXPERIENCE

Founder & Company Director

Hourglass Coffee · Stoke Newington, London / 2018 - 2026

Founded and built an independent speciality coffee shop from a shell unit, taking the project through design, fit-out, equipment installation and opening.

- Ran day-to-day operations including recruitment, rotas, training, stock, suppliers and customer experience.
- Owned budgets, P&L, contractors, maintenance and operational reporting.
- Built a capable team and systems so the business could operate without daily founder involvement.

Founder & Technical Director

Brewed Online · London, UK / 2020 - 2026

Founded and operated a multi-roaster ecommerce marketplace, managing commercial relationships with more than 30 independent suppliers.

- Owned buying, pricing, margin, merchandising, stock, catalogue, campaigns, SEO, Klaviyo and customer service.
- Used GA4 and Shopify reporting to improve collection ordering, bundles, lifecycle activity and product discovery.
- Built a flavour-matching journey that increased store-wide conversion by 1%.

STRENGTHS

- Commercially minded and practical
- Comfortable taking ownership
- Strong with people and relationships
- Calm under operational pressure
- Data-led and detail focused
- Hands-on when required

SYSTEMS

- Shopify, Liquid themes & Hydrogen
- GA4, Shopify analytics & reporting
- Klaviyo, SEO & content systems
- Storefront and Admin API integrations
- React, TypeScript & automation

WORKING STYLE

Years of building businesses and freelancing have made me self-starting and accountable. I am used to spotting what needs doing, prioritising by commercial impact and following delivery through.

EARLIER EXPERIENCE

Independent Website & Business Systems Consultant

Independent · Totnes, Devon / 2025 - Present

Lead ecommerce projects from discovery and commercial scoping through roadmap, build, QA, launch and optimisation.

- Current work includes Shopify Plus B2B migration, headless storefronts, analytics, SEO, email and bespoke integrations.
- Coordinate clients, suppliers and technical partners; translate operational needs into clear, testable delivery.

Founder & Company Director

FieldLounge · London & UK events / 2012 - c.2018

Designed, manufactured and commercialised a premium event product, growing the business through direct client relationships.

- Managed quotations, suppliers, materials, logistics, event delivery, finance and the installation team.

Hospitality Manager

The Gallery Cafe, The Elgin & other London venues / 2011 - 2017

Managed busy cafes, bars and dining rooms, supervising service, staff, rotas, training, suppliers, stock and cashing-up.

- Maintained financial records and used P&L reporting to control budgets and support decisions.

Events Manager

CityScreen / Hackney Picturehouse Launch · London / Oct - Nov 2011

Delivered launch events, coordinating suppliers, venues, speakers, premieres, schedules and more than 300 industry guests.

Property Manager

Greene & Co. Estate Agents · Hampstead, London / 2009 - 2011

Managed a 140-property residential portfolio, growing it from 90 within one year.

- Coordinated tenancies, inspections, maintenance, refurbishment, contractors, budgets, invoices and disputes.