

BLAIR PAGE

Luxury Retail Client Experience | Product Management | E-Commerce & Digital Merchandising

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PROFESSIONAL SUMMARY

Customer-focused business and e-commerce professional positioned for luxury Client Advisor, Senior Client Advisor, boutique operations, and omnichannel client experience roles. Combines direct retail sales, visual merchandising, inventory coordination, POS operations, digital branding, product management, and high-touch client support for SMB and Enterprise customers. Experienced supporting online retail and e-commerce environments connected to well-known customer names including Kate Spade, GameCrazy, Fitbit, Vimeo, Airbnb, Rent The Runway, and global commerce teams. Known for relationship-building, polished communication, fast-paced problem solving, premium service delivery, and translating complex customer needs into smooth experiences across boutique, digital, and operational touchpoints.

Skills

Client Advisor • Luxury Retail • Clienteling • Premium Customer Service • Consultative Selling • Client Relationship Management • Customer Experience • Omnichannel Retail • Digital Merchandising • E-Commerce Operations • Visual Merchandising • Product Presentation • Inventory Coordination • POS Operations • CRM / Salesforce • Client Follow-Up • Retail Operations • Brand Ambassador • Cross-Selling & Upselling • Boutique Service Standards • Customer Journey • Product Management

SELECTED RETAIL & CLIENT-FACING EXPERIENCE

Retail Sales Associate - Alternative Fashion & Pop Culture Merchandising | 2006 - 2007

Hot Topic | Lansing, Michigan | Part-Time Retail

- Delivered high-energy consultative retail sales support in a fast-paced fashion and entertainment merchandise environment, assisting customers with apparel, accessories, licensed music merchandise, collectibles, footwear, cosmetics, and pop-culture products.
- Maintained visual merchandising standards across featured displays, promotional product walls, graphic tees, jewelry, band merchandise, seasonal launches, and branded lifestyle collections to create an engaging sales floor experience.
- Supported inventory organization, stock replenishment, shipment processing, SKU tracking, backroom operations, POS checkout, returns, exchanges, loyalty program interactions, and transaction accuracy during high-traffic retail periods.
- Built product knowledge across music, gaming, anime, alternative fashion, punk/goth culture, licensed entertainment merchandise, and emerging trend retail to support personalized recommendations, upselling, and customer loyalty.

PROFESSIONAL EXPERIENCE

Product Manager - Front-End Modernization & Rider Engagement | 1997 - Present

Shock Therapy Rebuilding | Seasonal | Remote

- Lead the strategic modernization and phased rebuild of a long-running digital platform, reframing legacy web operations into a more polished, mobile-first customer experience focused on performance, brand presentation, maintainability, and long-term growth.
- Manage product roadmap planning, agile iteration workflows, UX/UI prioritization, deployment coordination, digital merchandising improvements, and customer engagement initiatives supporting rider interaction and repeat audience value.

Front-End Development & UX Design Intern | Feb 2026 - Mar 2026

Premium Technologies UK

- Built customer-facing portfolio and brand presentation projects including Portfolio Card UI Component and BlairPage Personal Site, emphasizing modern UX, clear digital storytelling, responsive visual design, and polished presentation.
- Supported front-end development, UX refinement, and digital brand experience work transferable to luxury e-commerce, product storytelling, and omnichannel customer journeys.

L3 Linux Managed Applications & Hosting Support Engineer | 2021 - 2025

Liquid Web - Nexcess CloudSites | Remote

- Delivered L3 SMB and Enterprise support for online businesses and e-commerce environments, translating complex platform issues into clear client communication and dependable customer outcomes.
- Supported customer environments connected to Server, Supported Stack, Database Troubleshooting, Performance Tuning, Salesforce SMB and Enterprise customers, GameCrazy, and Kate Spade in Salesforce, maintaining premium service expectations for recognizable brand-facing operations.
- Supported CMS and e-commerce platforms including WordPress, WooCommerce, Magento, and Django, improving storefront reliability, customer experience, online retail performance, plugin/module management, and digital commerce continuity.
- Featured in Liquid Web Women in Technology, strengthening professional credibility, brand representation, and public-facing communication value.

Technical Support Engineer (IaaS) | 2019 - 2020

UpCloud | Remote

- Supported international business clients across cloud service environments with clear communication, responsive troubleshooting, and relationship-oriented service delivery that contributed to 80-100% approval ratings.
- Contributed to dependable customer operations and 99.999% uptime expectations while supporting global client accounts and fast-paced service needs.
- Participated in company travel and collaboration initiatives in Finland and Malaysia (Langkawi), aligning with global team operations during UpCloud growth, including securing EUR18 million in funding to expand international presence.

AWS Full Stack Developer - Desktop Support - Graphic Design & Promotions | Jul 2018 - Nov 2018

National Specialties LLC | Contract | Hybrid (Saginaw, MI / Seattle-Tacoma-Lakewood, WA)

- Supported e-commerce growth, digital merchandising, website presentation, and promotional operations for a business with 23+ domain names and approximately 50 S3 static website hosting configurations.
- Developed and optimized a WooCommerce customer shopping experience with improved site speed, session handling, product discovery, and platform stability for online retail operations.
- Integrated Jetpack and advanced WooCommerce plugins, including customizable T-shirt builder functionality, to expand product personalization, customer engagement, and digital merchandising opportunities.

Associate DBA Technical Services Engineer | 2016

Percona | Remote

- Responded to critical business incidents while working directly with high-recognition customers including Fitbit, Vimeo, and Airbnb through Slack and Zendesk, maintaining urgency, clarity, and confidence during high-severity service issues.

- Provided customer-facing technical service in high-pressure environments where communication quality, accountability, and business continuity were essential to client satisfaction and brand trust.

AWS Magento E-Commerce Full Stack Developer | 2015 - 2016

craftartedu.com | Contract | Remote (Tacoma, WA)

- Managed a hybrid Magento v1 e-commerce platform integrated with a custom Java application, supporting digital merchandising, online retail reliability, and customer shopping continuity across Linux and Windows environments.
- Performed Magento v1 customizations and prepared for Magento v2 modernization, improving scalability, security, business logic, product presentation, and long-term e-commerce growth potential.
- Maintained 100% uptime during platform optimization and upgrades, protecting the customer journey and preserving transactional reliability for online commerce.

AWS WooCommerce WordPress Full Stack Developer | 2014 - 2016

SydneyKrey | Contract | Remote (Tacoma, WA)

- Developed, hosted, and maintained a high-availability WooCommerce/WordPress website, supporting scalable online retail, transactional reliability, digital brand presentation, and customer engagement.
- Collaborated on branding, UX/UI design, digital content, e-commerce merchandising, promotional campaigns, and interactive customer experiences for a public figure featured on RollingStone.com, Playboy.com, SuicideGirls, Gathering of the Juggalos, and ICP events.
- Integrated music and entertainment-oriented merchandising and content including House of the Rising Sun and Five Finger Death Punch references into a customer-facing brand ecosystem.

Linux Administrator - Cloud Ops - Infrastructure | 2014 - 2016

Rackspace Technology | Full-time | Hybrid (San Antonio, TX)

- Provided 24/7 international and after-hours support for e-commerce clients, including direct customer calls from multiple regions and rollovers from International/London After Hours and E-commerce teams.
- Managed ticketing, phone support, SLA expectations, and customer satisfaction for online retail and business clients operating WordPress, Magento, Drupal, Joomla, LAMP, and LEMP environments.
- Supported platform maintenance, patching, security, performance optimization, MySQL, MariaDB, Percona XtraDB Cluster (PXC), Galera, backups, recovery, and query optimization to protect customer experience, data integrity, and business continuity.

Co-Founder & Full-Stack Developer | 2013

String Theory Software Inc. | Startup | Michigan

- Co-founded a technology and creative services startup delivering web, application, and digital media solutions to 15+ small business clients, combining client communication, brand strategy, project planning, and technical execution.
- Oversaw client communications, product planning, marketing support, and technical architecture decisions to create scalable and maintainable business solutions for small brands and local customers.
- Produced and edited a regional television commercial aired on The CW network, expanding brand visibility by over 10,000% while managing pre-production, scriptwriting, filming coordination, and post-production editing.

Game Server Administrator & Developer | 2005 - 2013

Private Ragnarok Online Servers | Freelance | Remote

- Designed, hosted, and maintained online communities and game server experiences, gradually scaling from smaller user loads to as many as 300+ concurrent users depending on year and server.
- Built customer-facing digital communities with 99.9% uptime in later years, applying service reliability, user engagement, community operations, and problem-solving skills transferable to customer experience and digital commerce environments.

EDUCATION

MBA, AI Product Management | March 2026 - Present

Udacity x Accenture Institute of AI & Technology

- MBA in AI Product Management in progress; 60% complete; granted approximately 11.1% of total MBA credits through RPL Credit Exemption while completing dual enrollment.
- Focus areas include AI Product Development, Machine Learning, Data Analytics, Agile Methodologies, customer-centered product strategy, and technology-enabled business growth.

Bachelor's, Business | 2025 - 2026

University of the People

- B.S. Business Administration in progress; 117/120 credits completed; Honors List with 3.22 GPA; coursework focused on business, e-commerce developer programming, database electives, technology certifications, and internship experience with Premium Technologies Private Limited.