

BUILT THROUGH SKETCHLINE TEES

Hands-on experience. A connected marketing system.

My focus has been learning by doing: building the systems, running campaigns, reading the data and improving the process.

I built the marketing around my own ecommerce business, Sketchline Tees, connecting paid advertising, email follow-up, organic content, the store experience and measurement.

This profile describes my practical experience as a business owner. It is not presented as external client results or a guarantee of future outcomes.

Research the business. Build the system.
Test deliberately. Keep improving.

What I bring to your business

A practical starting plan, personal accountability, clear approvals and attention to the enquiries and paid customers behind the marketing activity. The work and deliverables are agreed for your business before we begin.

PAID SOCIAL

Testing creative. Managing the spend.

Through Sketchline Tees, I have worked with broad Australian purchase campaigns, product-specific tests, catalogue discovery and controlled creative tests. I have tested lifestyle images, product close-ups, different messages and existing-post social proof.

I review delivery, clicks, landing-page visits, carts and purchases together, and cross-check platform attribution against the store's order records.

EMAIL CUSTOMER JOURNEYS

Make the next interaction useful.

My experience includes signup capture, welcome journeys, browse and checkout recovery, post-purchase follow-up, winback and audience segmentation.

The work connects the original acquisition with the email that helps close or recover an order. The journeys used for your business depend on your offer, systems and customer permissions.

GOOGLE & SHOPPING

Understand the intent behind the search.

I have worked with Google Shopping, Performance Max, Merchant Center product feeds, eligibility issues and ecommerce conversion setup.

This is product-led ecommerce experience. Google advertising for another business is assessed on its suitability and agreed scope.

ORGANIC CONTENT & BRAND

Give people something to recognise.

For Sketchline Tees, I have developed a consistent creative style and content around Australian nostalgia, classic cars, beaches, sheds and weekends. The approach combines founder-led language, content planning, varied creative formats and learning from customer comments and reactions.

STORE EXPERIENCE

Help interest become an informed purchase.

My practical work has included product pages, product imagery, cart and shipping messaging, free-shipping progress, discount journeys and popup behaviour. I treat the store as part of the marketing: the message, buying experience and follow-up need to work together.

MEASUREMENT & SYSTEMS

Know what happened. Decide what comes next.

I use paid Shopify orders as the main sales record, compare platform attribution and customer journeys, and review campaign costs alongside fulfilment costs. I have also worked with scheduled reviews, Make integrations, AI-assisted research and operational records to make the process more repeatable.

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