

MELISSA SHELTON

SENIOR ECOMMERCE & MARKETING LEADER

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Brisbane, QLD

LinkedIn Profile

CAREER OVERVIEW

With over a decade of experience, I have led digital marketing and online sales strategy across beauty, fashion and wellness brands, consistently delivering results through data-led optimisation, customer journey design and technology innovation. I have driven D2C growth while also building out B2B channels for global and local brands including ghd, DISSH, Triumph Lingerie, adorne, My Haircare & Beauty and KAILO Nutrition. My approach combines customer-centric strategy with growth-focused decision making, positioning digital as a consistent driver of long-term business success. As a senior leader, I partner closely with owners and executives to shape strategy and execute at pace. I build and mentor high-performing marketing teams, embed accountability and foster cross-department collaboration to create efficient, scalable systems that deliver measurable growth.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing & eCommerce Manager

Dec 2025 - Present

BlackMilk Clothing

- Leading end-to-end eCommerce for one of Australia's most iconic D2C fashion brands
- Currently covering Digital Marketing Manager (maternity leave), owning paid, CRM, and full-funnel acquisition alongside the global storefront

Global Head of Marketing & Sales

Dec 2023 - Sept 2025

KAILO Nutrition

- **Improved conversion rate 70% YOY** with traffic increase of 50% YOY
- **Increased revenue by 108% YOY**
- Created collaborative campaigns with Kreation Organic in LA, Nodo in Australia, and Grandiose in UAE
- Expanded to UAE, EU, US with wholesale stockists
- Held KAILO Summit in May 2025 to over 700 people spanning 4 days
- Launched KAILO Transformation Program
- Redeveloped KAILO Nutrition website and complete user experience
- Developed the Marketing & Sales Team

Head of Marketing & Digital Sales

Aug 2022 - Jun 2024

adorne

- **Increased traffic to the website x 300%**
- **Increased sales revenue by 150%+ YOY**
- Developed tech stack
- Re-developed website and brand experience
- Built the marketing team and streamlined cross-department communications

Marketing & eCommerce Director

Mar 2022 - Feb 2023

Mavi Jeans Australia

- Repositioned the brand, grew B2B + D2C digital sales
- Managed P&Ls and reduced costs to gain profitability

PROFESSIONAL EXPERIENCE

Head of Digital ANZ

Apr 2016 – Jul 2017

ghd

- Managed ghdhair.com AU/NZ and key digital retailer accounts (ASOS, Adore Beauty, Oz Hair & Beauty, Active Skin)
- **Increased conversion rate by 30% YOY**
- **Increased sales revenue by 100%+ YOY** for both B2B and B2C businesses
- Implemented a strategic channel distribution model

Marketing & eCommerce Manager

Jun 2015 – Apr 2016

DISSH

- Implemented Sales & Marketing strategies for 2016
- Developed & implemented CRM strategy
- Developed conversion rate optimisation strategy and **increased the conversion rate by 20%**
- Refined content planning process

EDUCATION & LEADERSHIP

THOUGHT LEADERSHIP

Speaker

Live Website Reviews

RetailFest Conference 2024, 2025

POSTGRADUATE

Master of Business Administration / Marketing

University of Southern Queensland

CERTIFICATION

Certificate IV in Workplace Training and Assessment

Line Management Pty Ltd

UNDERGRADUATE

Bachelor of Information Technology / Information Systems

Queensland University of Technology