

Sig Kappel

Ecommerce Systems Developer & AI-Native Builder

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SUMMARY

Ecommerce systems developer and operator with 10+ years across ecommerce platforms, marketplace integrations, and product-data pipelines. I build Shopify and Amazon SP-API integrations, high-volume catalogue automation (200,000+ SKUs), internal tools, and AI-assisted development workflows that solve real operational problems — not just isolated code.

EXPERIENCE

Cobalt Industrial Supply Jan 2024 – Present

Ecommerce Systems & Marketplace Automation Developer / Ecommerce Manager

- Built and operate a catalogue automation pipeline covering 200,000+ supplier SKUs across FTP, API, and scraped sources — ingestion, normalization, matching, and validation.
- Built Shopify and Amazon SP-API marketplace synchronization: inventory reconciliation, policy-aware pricing, and listing-health monitoring.
- Integrated Odoo, shipping systems, and internal reporting into the ecommerce operation.
- Own ecommerce revenue growth and reporting alongside the systems that support it.

Big Box Outlet Store 2017 – 2023

Ecommerce Manager

- Owned Shopify platform management and merchandising for a fast-turnover liquidation/closeout catalogue.
- Ran Google Ads and Meta Ads campaigns tuned to a constantly changing inventory mix.
- Led marketplace expansion and built out auction-based selling as an additional sales channel.
- Built internal tools and workflow improvements where off-the-shelf software fell short; led the ecommerce function as it grew.

SniperClick 2014 – 2017

Ecommerce Specialist and Online Marketing Consultant

- Independent consulting: website development, online advertising, analytics, and ecommerce platform builds for client businesses.
- Held Google Ads and Google Analytics certifications during this period (historical).

EDUCATION

Computer Engineering Technology
2004

CORE TECHNOLOGIES

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|---------------------------|--------------------------------------|
| • Python | • Odoo |
| • TypeScript / Vue / Nuxt | • Claude Code, Codex, Cursor, Gemini |
| • PostgreSQL | • CI/CD & server automation |
| • Shopify Admin API | |
| • Amazon SP-API | |

References and detailed project write-ups available at sigkappel.com/work.