

# ANTOINE M. BACCUS

## DIGITAL COMMERCE & EXPERIENCE

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### PROFESSIONAL SUMMARY

Cross-disciplinary digital commerce and marketing practitioner with experience in storefront presentation, web design, content and customer-facing product experiences.

### RELEVANT EXPERIENCE

Crown & Covenant Apparel | E-commerce and Visual Merchandising | Current

- Prepared Shopify storefront content, merchandise collections, category banners and promotional imagery.
- Developed print-on-demand merchandise materials and product communications for customer audiences.

Genius Branding | Web and Digital Creative | 2010–2025

- Delivered web-related creative, digital campaigns and promotional brand assets for clients and artists.
- Selected work includes service-business website concepts and online promotional materials.

Marketing and Operations | Cross-functional Experience

- Worked with digital marketing, social media, customer communications and operational documentation.

### CORE COMPETENCIES

Shopify • WordPress • Web design • E-commerce merchandising • Digital content • SEO/SEM familiarity • Google Analytics • Meta Business Suite

### EDUCATION & BACKGROUND

B.S., Music Business — Full Sail University (2024) | Business Law coursework — Prairie State College (2015)

Additional background: security operations in Illinois and Texas (2013–2025); independent music and entertainment (2005–2025).