

WEB DESIGN · SHOPIFY · EMAIL & SMS

Ben

Lockwood

I build ecommerce websites, landing pages and booking journeys, then run the **email and SMS that keep customers buying**.

20+

websites built or improved

\$3.78M*

Klaviyo-attributed revenue as Head of Email & SMS at SUViE

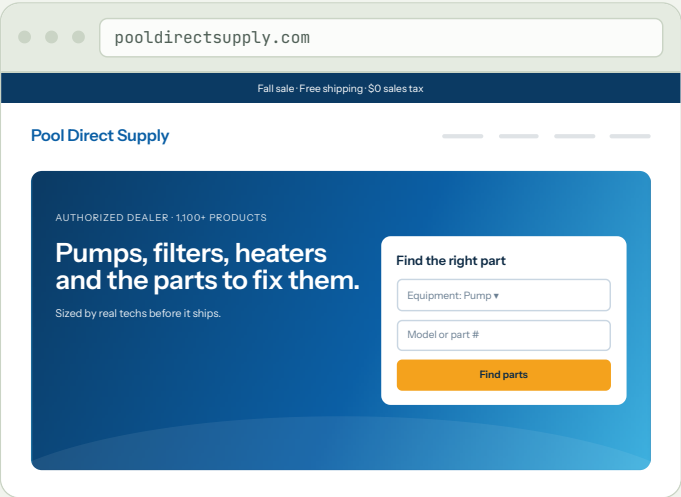
12

live client and partner sites inside

Live work

Every project is a live site. Click any client name or Visit to open it.

CLIENT	PROJECT	PLATFORM	MY ROLE	
Pool Direct Supply	Full store build	Shopify	Build, catalog, CRO	Visit ↗
Garage Auto Supplies	Full store build	WooCommerce	Build, catalog, CRO	Visit ↗
Underground Market	Fan trading platform	Custom build	Co-founder, product, growth	Visit ↗
Erin McDermott Jewelry	Growth & retention	Shopify	Email, SMS, onsite CRO	Visit ↗
Kevin Li Magic	Migration & booking	Webflow / Framer	Migration, Calendly booking	Visit ↗
Dr. Gold Jewelry	Luxury retail & leads	WordPress	Booking journey, email CRM	Visit ↗
Ace Diamonds	Luxury ecommerce store	Shopify	Store build, CRO	Visit ↗
Berry Nuts	DTC snack store	Shopify	Store build, CRO	Visit ↗
Steel Ball Run · Zander Small	Campaign site & ecommerce	Custom build	Site build, ecommerce launch	Visit ↗
Very Rare Cinema	Production company site	Wix	Website build	Visit ↗
Scale Offline	Agency landing page	Cloudflare Pages	Landing page, application funnel	Visit ↗
Revae	Product landing page	Shopify	Landing page, CRO	Visit ↗



Shopify store build • Partner

Pool Direct Supply

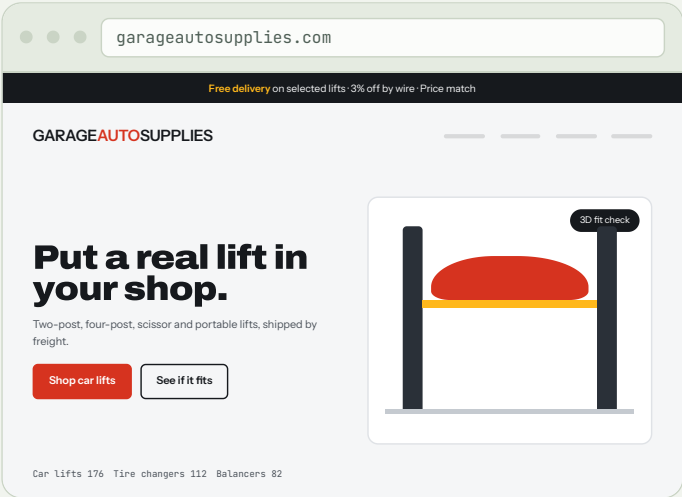
Co-built a pool equipment store from catalog to checkout: 1,100+ products, a part finder, a pool calculator, financing and a trade program for pool pros.

Shopify build

Catalog

CRO

pooldirectsupply.com



Store build • Partner

Garage Auto Supplies

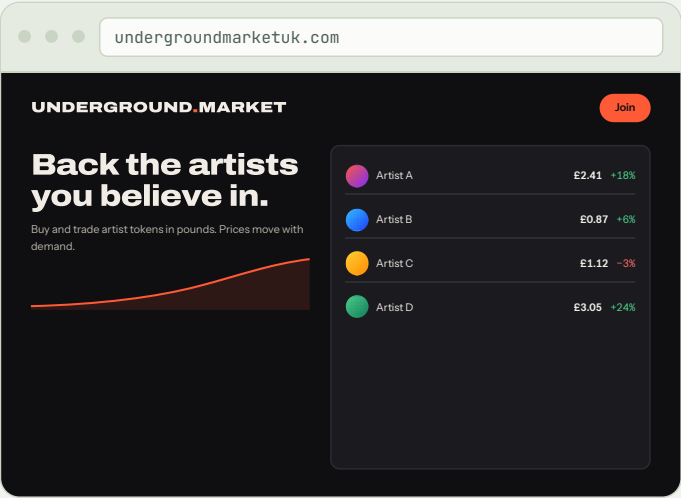
Co-built an authorized dealer store for car lifts and shop equipment across 15+ brands, with a 3D tool that checks a lift against ceiling height and bay size, a pro setup builder and pay-later financing.

WooCommerce build

Catalog

CRO

garageautosupplies.com



Platform • Co-founder

Underground Market

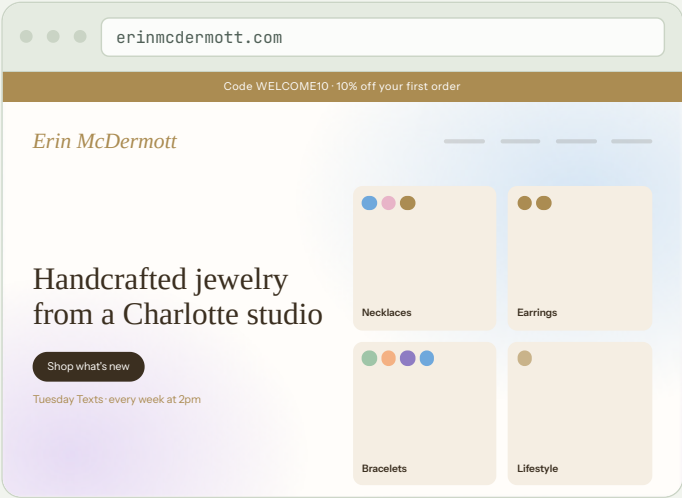
Co-founded a UK platform where fans buy and trade digital tokens tied to music artists, priced in pounds. Owned product direction, the pre-launch site and early organic growth on TikTok.

Co-founder

Product

Growth

undergroundmarketuk.com



Ecommerce growth & retention

Erin McDermott Jewelry

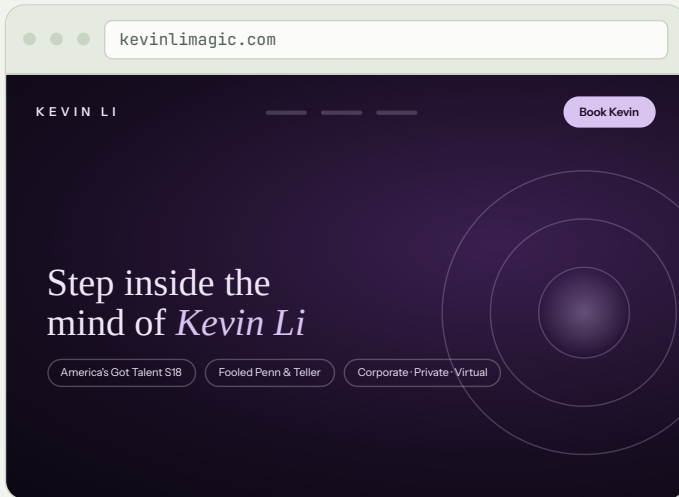
Lifecycle work for a Charlotte, NC jewelry studio: launch-sale campaigns, surprise flash sales, weekly SMS drops, promotional strategy and the shopping journey around them.

Email

SMS

Onsite CRO

erinmcdermott.com



WEBSITE MIGRATION & BOOKING

Kevin Li Magic

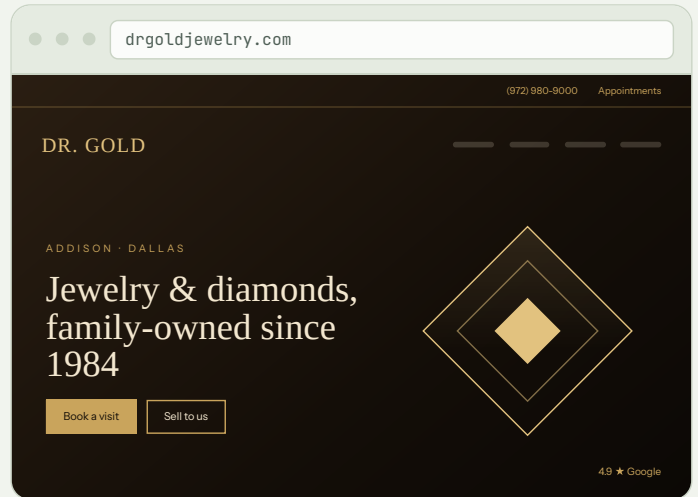
Site for an award-winning magician and mentalist who performs for corporate, private and virtual events. Migrated the site and worked on the event booking journey and its integrations.

Webflow / Framer

Calendly

Booking flow

kevinlimagic.com ➤



LUXURY RETAIL & LEAD CAPTURE

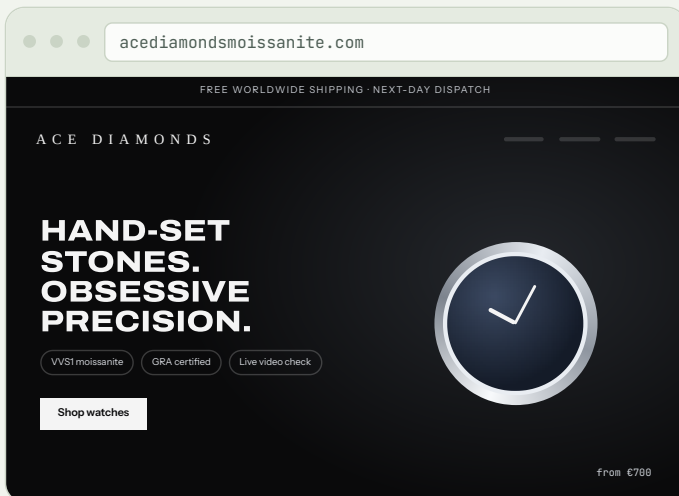
Dr. Gold Jewelry

Family-owned Dallas jeweler selling engagement rings, fine and estate jewelry. Supported appointment booking and enquiry capture, plus customer follow-up and re-engagement.

Booking journey

Email CRM

drgoldjewelry.com ➤



LUXURY ECOMMERCE

Ace Diamonds

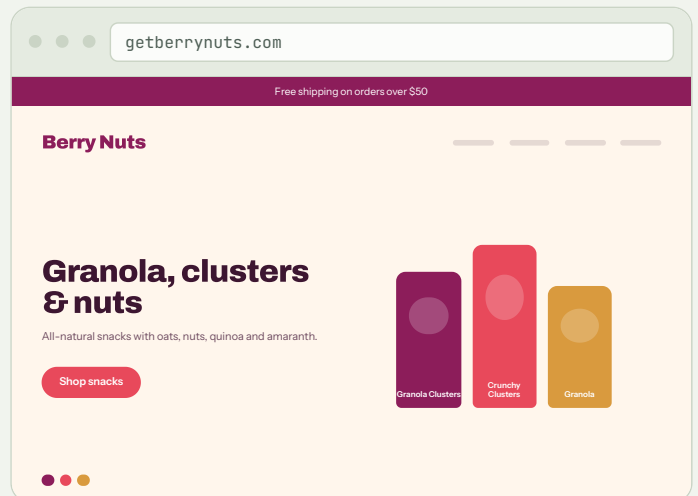
Store for moissanite watches, chains and eyewear. Built around trust for a high-ticket buyer: certification, a live video inspection before dispatch, concierge contact and a members' club sign-up.

Shopify build

Trust & CRO

Lead capture

acediamondsmoissanite.com ➤



DTC FOOD BRAND

Berry Nuts

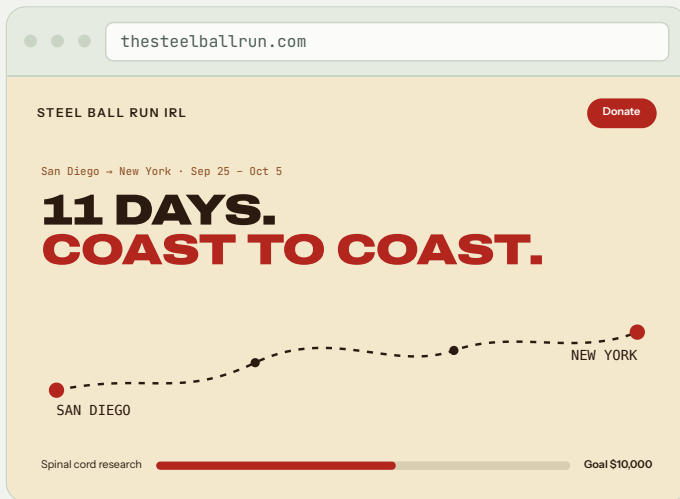
Shopify store for a family snack brand selling granola, clusters and nuts, with bundles, multi-currency checkout, a store locator and a wholesale route for retail buyers.

Shopify build

Bundles

CRO

getberrynuts.com ➤



CAMPAIGN SITE · CREATOR ECOMMERCE

Steel Ball Run · Zander Small

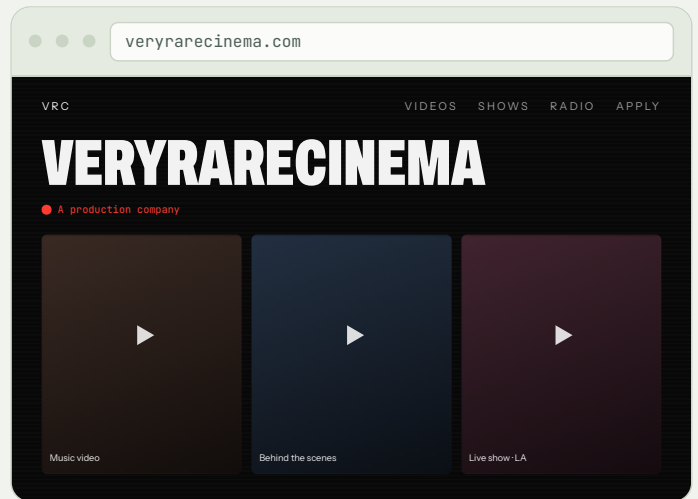
Campaign site for creator Zander Small's San Diego to New York road trip, with live route, daily vlogs and a fundraiser for spinal cord injury research. We also helped Zander start and grow his ecommerce business.

Site build

Ecommerce launch

Growth

thesteelballrun.com ↗



PRODUCTION COMPANY SITE

Very Rare Cinema

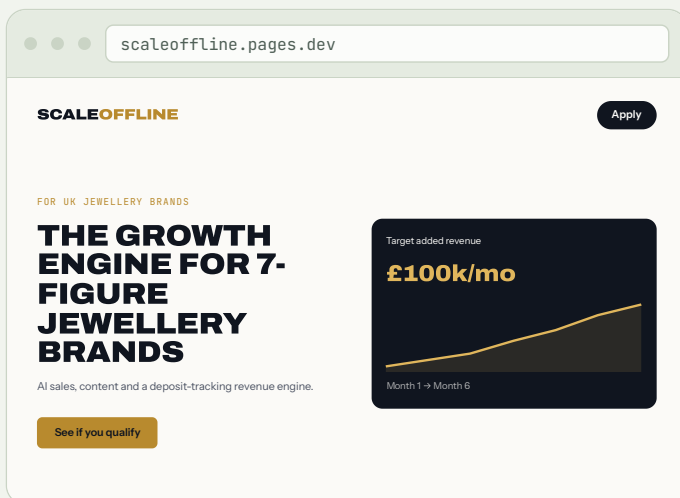
Site for a music video production company: video catalog, behind-the-scenes content, live show ticketing, a radio link, a mailing list and an artist application.

Wix build

Content hub

Email capture

veryrarecinema.com ↗



AGENCY LANDING PAGE & FUNNEL

Scale Offline

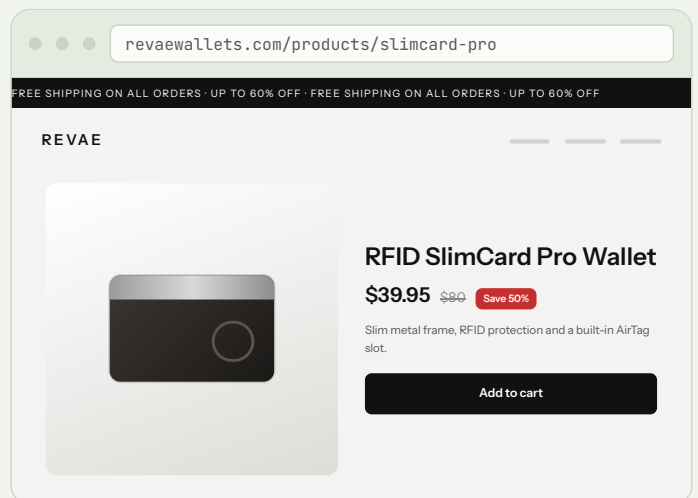
Landing page for a UK growth agency serving jewellery brands. A multi-step application qualifies leads by monthly revenue and routes good fits straight to a discovery call.

Landing page

Lead qualification

Copy

scaleoffline.pages.dev ↗



ECOMMERCE LANDING PAGE

Revae

Product landing page for a slim RFID wallet with an AirTag slot. Focused on product messaging, a clear offer and a mobile-first buying flow.

Landing page

CRO

Mobile UX

revaewallets.com ↗

Operating experience

In-house roles where I owned the numbers, not just the deliverables.

SUVIE • NOV 2025 – APR 2026

\$3.78M*

Head of Email & SMS

Klaviyo-attributed revenue across campaigns, flows, segmentation and retention execution.

VINTAGE CONNECT • FOUNDER

Built and marketed an ecommerce business

Owned commercial marketing, customer acquisition, retention and day-to-day ecommerce operations.

WEBSITES

Shopify, Framer, Webflow, Wix, Squarespace

GROWTH

CRO, landing pages, Klaviyo, email & SMS, CRM

AGENCY

Client delivery, copywriting, project ownership

Let's build the next one.

Available for remote web, ecommerce and agency roles, and for project work.

benlockwoodofficial@gmail.com

* \$3.78M is reported Klaviyo-attributed revenue across the SUVIE reporting period, reflecting platform and team outcomes, not solely individual causation. Case studies describe selected contributions rather than full ownership of every live website. Site previews are simplified illustrations, and any names or figures inside them are placeholders; open each link for the live site.