

Collins Mbaka

Ecommerce & DTC Operator | Shopify, Paid Acquisition, Commerce Systems

Lagos, Nigeria. Open to relocation to the UAE and to remote roles across GMT to GMT+4.

+234 706 062 2835 · mbakacollins15@gmail.com · linkedin.com/in/collins-mbaka-292750168 · f6commerce.com

PROFILE

I build DTC channels and run them on their own numbers. Five years of Shopify builds, paid acquisition managed to a cost-per-purchase target, and the inventory and order systems underneath. Since 2024 I've done it as a founder, taking an FMCG brand from zero into retail distribution with a team of six.

Before that, three years in technical support at two of the biggest Shopify page builders, working with over 1,000 merchants. I can read an ad account, write the Liquid, and brief a team on both.

SELECTED RESULTS

- **4.9x return on ad spend** on a live Meta account (Jun to Aug 2026), with the best audience at 6.9x.
- **+27% conversion lift** over control on a page built for Molekule, tested across four months.
- **3.2x revenue growth** year over year at Retaur, DTC at 60%+ of the mix.
- **Repeat buyers up from 30% to 78%** through email and SMS automation. LTV to CAC held at 6:1.
- **8,000+ SKUs migrated** between platforms with no manual re-entry.
- **Shopify app built and published** to the App Store, architecture through review.

EXPERIENCE

Founder & Head of Ecommerce | Retaur Brand Ltd, Lagos *Jan 2024 to Present*

Nigeria's first locally manufactured sports nutrition brand. Team of six (2 full-time, 4 contract).

- Took the company from an import model to local manufacturing. I own the P&L: sourcing, COGS, pricing and channel mix.
- Built and run the Shopify store. It's the primary channel at 60%+ of revenue, and revenue grew 3.2x year over year.
- Run the Meta account myself. 4.9x ROAS at ₦5,221 per purchase, with the warm audience engine at 6.9x.
- Rebuilt the offer around bundles and upsells. Bigger orders are what make the CAC work.
- Forecast inventory across 50+ SKUs and built replenishment that cut stockouts by 25%. Production now runs at 2,000 units a month.
- Recruited a co-founder for sales and distribution, and structured his equity and vesting. Currently developing an ops lead toward owning S&OP.
- Manage the contract manufacturer, a European ingredient supplier, a logistics partner and outside counsel.
- Won retail distribution into i-Fitness, Renee's, Hartleys and Blenco, with cold chain running across three cities.
- Built the financial model, raised debt against it, and negotiated a convertible round.

Founder & Lead Consultant | F6 Commerce, Remote *Sep 2022 to Present*

Shopify and DTC consultancy. Delivery with 2 full-time staff and up to 5 contractors.

- 20+ clients including Molekule (US), Olam's NutriSnax, Jane, Nimi Kiddies and Collaglo.
- Molekule: built a challenger product page and ran it against their control for four months. It won by 27%.
- Jane: built the store and a bundle landing page with an upsell that moves buyers to the three-bottle option. Wired up Meta CAPI and WhatsApp Business API.
- NutriSnax (Olam): built their DTC channel from nothing as a social commerce operation, taking orders through Instagram and TikTok. Grew the following from 0 to 5,000 in six months.
- Nimi Kiddies: implemented Odoo POS and built an integration that runs retail, ecommerce and social off one inventory. Wrote a five-phase Node.js migration for ~8,000 SKUs, plus a 24-page staff manual.

- Scope the work, brief the team, hold the quality bar, and train client staff to run their stores after launch.

Technical Support Specialist | Replo (YC W21), Remote Jan 2023 to Jun 2024

First support hire at a Shopify page builder.

- Worked with over 1,000 merchants on page building, performance and CRO.
- Debugged HTML, CSS, JavaScript and Liquid before escalation, saving engineering 2 to 3 hours a day.
- Built the knowledge base, internal docs and onboarding material for the support hires who came after me.
- Contributed to 80%+ app retention. Automated internal workflows with Notion, Airtable, Retool and Zapier.

Technical Support Specialist | PageFly, Remote Sep 2021 to Dec 2022

Shopify page builder serving 150,000+ merchants.

- Resolved layout, integration and code issues at volume across HTML, CSS and JavaScript.
- Handled third-party app integrations and compatibility fixes.
- Wrote documentation and made YouTube tutorials. Maintained 90%+ app retention.

SKILLS

- **Platforms:** Shopify (Plus, admin, CLI, theme dev), Odoo, Zoho Books, Klaviyo, GA4, Meta Ads Manager, WhatsApp Business API, Replo, PageFly, Notion, Airtable, Retool, Zapier.
- **Technical:** HTML, CSS, JavaScript, Liquid, React, Node.js, REST and GraphQL APIs, Git, headless commerce.
- **Commercial:** DTC strategy, paid acquisition and CAC, CRO and offer design, retention, inventory forecasting, unit economics, supplier management.

PRODUCTS BUILT

- F6C Auto, WhatsApp commerce app live on the Shopify App Store: <https://apps.shopify.com/f6c-auto>
- Kwota: multi-tenant conversational commerce platform connecting merchants to WhatsApp, Instagram and Messenger, with pluggable Zoho, Odoo and Shopify backends. In build.

SELECTED CLIENT WORK

- Jane, bundle landing page and upsell: <https://janeformwomen.com/products/jane-love-potion>
- Collaglo, complete Shopify build: <https://www.collaglo.com/>
- Molekule, product page optimisation: <https://molekule.com/products/air-purifier-air-pro>

EDUCATION & CERTIFICATIONS

- BSc Actuarial Science, University of Lagos
- Google Project Management Specialization. Google Prompting Essentials. Responsive Web Design. JavaScript Algorithms and Data Structures.