

Lucas Bontempi

Brand, Marketing & E-Commerce Operations

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LOCATION Byron Bay, NSW

PORTFOLIO lucasbontempi.com

WORKING HOLIDAY VISA — VALID WORK RIGHTS

FULL AVAILABILITY, INCL. WEEKENDS

DRIVER'S LICENCE

PROFILE

Operations professional with 8+ years running ecommerce and product businesses end to end. Deep hands-on experience across inventory management, purchasing and supplier coordination, logistics and freight, order fulfilment and customer service — plus building the simple systems that keep it all accurate as volume grows. Organised, reliable and equally comfortable at a desk or on the warehouse floor. Based locally in Byron Bay and looking for an operations role with a local brand.

WORK EXPERIENCE

Freelance Videographer · COM® Creatives

APR 2026 → PRESENT

Byron Bay, NSW · Filmmaking studio for brands with specialisation in real estate

Produce real estate and brand video content locally; happy to support product and content shoots alongside operations duties.

Co-Founder & Operations Manager · Craft Cases

SEP 2023 → DEC 2024

DTC phone case brand — retail spin-off of Unitar

Craft Cases was born as the retail spin-off of Unitar: a DTC brand for the phone cases I had been selling wholesale for years. Co-founded with a partner, I owned the eCommerce side — building and running our Shopify store — and led the marketing strategy, working hand in hand with the agency behind our Google and Meta Ads.

- Built and ran the Shopify store end to end — listings, inventory, order fulfilment, dispatch and customer service.
- Led the marketing strategy in coordination with the agency managing our Google and Meta Ads.

Founder · Unitar Tecnología S.A.

MAR 2016 → DEC 2024

La Plata, Buenos Aires, Argentina · Argentina's #1 custom phone case supplier

For eight years, I grew as a leader at Unitar — my first venture and the one that ignited my passion for entrepreneurship. We specialized in importing and wholesaling customizable phone cases, becoming Argentina's #1 supplier in the industry. At Unitar, I led a team of six talented individuals across Customer Service, Purchasing, Accounting, and Marketing, ensuring seamless operations and sustained success.

- Ran end-to-end operations across thousands of SKUs: purchasing, receiving, stock control, stocktakes and daily dispatch of wholesale and online orders.
- Managed supplier relationships and production timelines; coordinated international freight, tracked shipments and resolved invoicing and stock discrepancies.
- Built simple systems (Excel, barcode and inventory tools) that kept stock accurate and processes efficient as order volume grew.
- Grew the business over 8 years to national scale before selling it.

EDUCATION

Bachelor Degree in Marketing

2018 → 2023

Catholic University of La Plata · Argentina

CERTIFICATIONS

Branding, Positioning & Online Presence

Shopify Academy

2025

Digital Marketing Essentials

Shopify Academy

2025

Growth Marketing Certification

Coder House

2025

Business Management Certification

IAE Business School

2024

First Certificate Exam (FCE)

Argentine Institute of English Culture

2015

SKILLS

Operations

Purchasing & Supplier Coordination

Inventory Management

Order Fulfilment

Marketing & E-Commerce

Shopify

Growth Marketing Strategy

Social Media

Content Creation

Market Research

CRM Software

Lead Generation

Marketing Automation

Brand Positioning

Brand Strategy

B2B

Google Ads

LANGUAGES

English — Professional

Spanish — Native

References available on request.