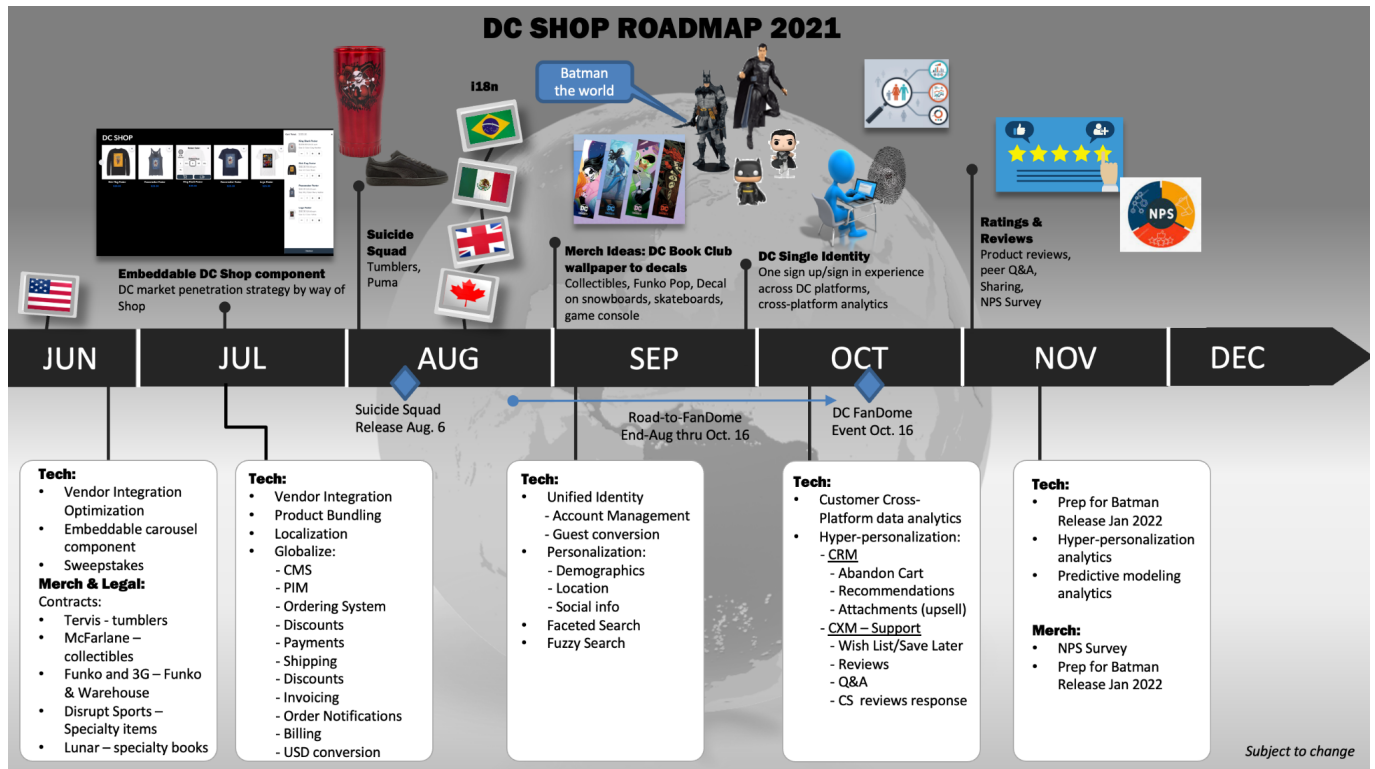


DC Shop Case Study

Immersive Global E-Commerce & Member Subscriptions for Warner Bros.

Spearheaded Warner Bros.' e-commerce platforms for its largest IPs, eventually expanding to each IP's freemium and membership subscription models.



DC SHOP ANALYSIS REPORT

PREDICTIVE MODELING

INITIAL Q3 – MONTH 7

	Q1	Q2	Total	%	Q3	Q4
Original Target	\$ 458,919	\$ 239,018	\$ 697,937		\$ 1,138,256	\$ 1,447,734
Actual	\$ 814,447	\$ 114,525	\$ 928,972	133%		

Gross Revenue by Quarter

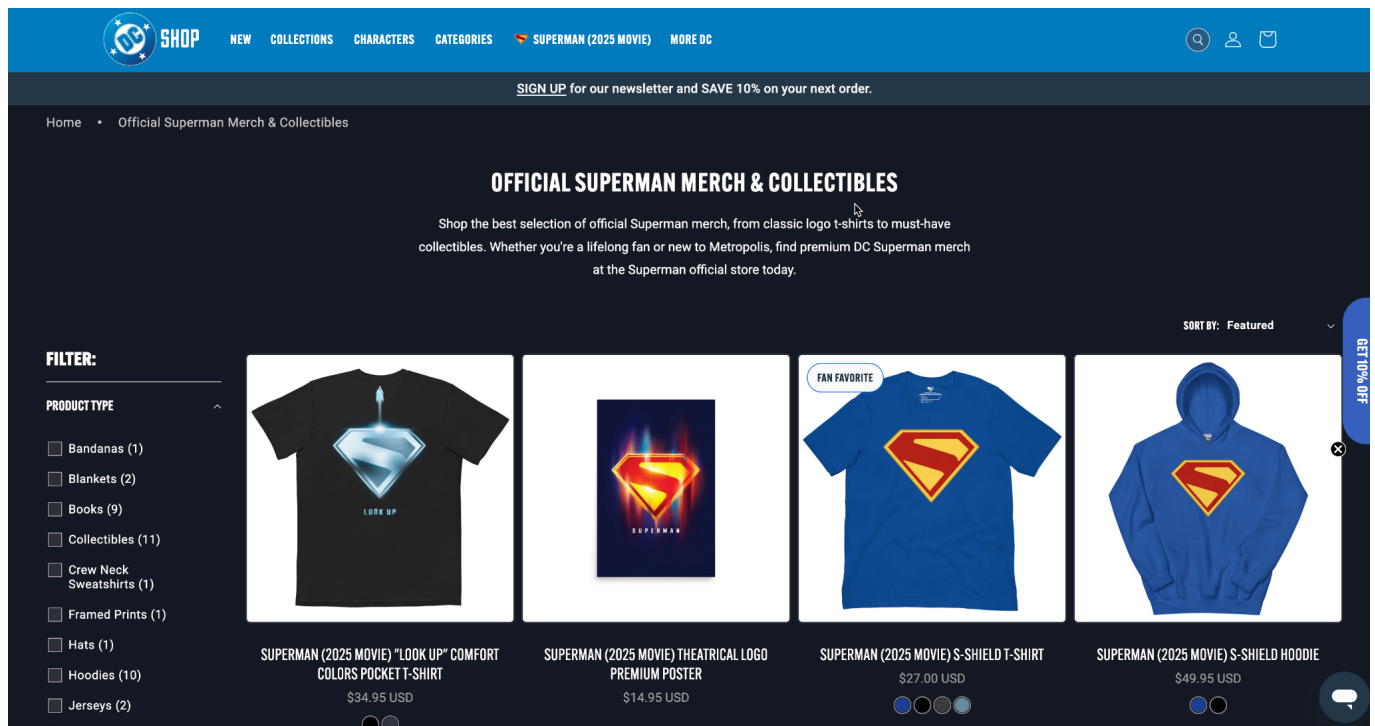
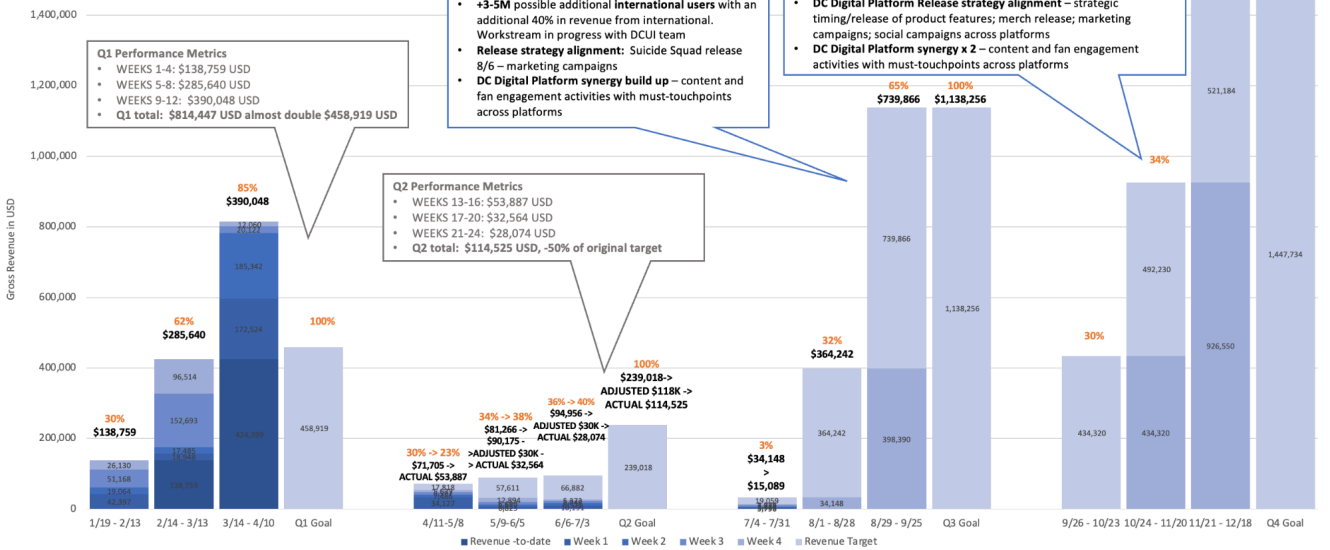
Target FY \$3,283,926 USD

Increased access to fans and personalization – Road-to-FanDome

- +3-5M possible additional international users with an additional 40% in revenue from international. Workstream in progress with DCUI team
- **Release strategy alignment:** Suicide Squad release 8/6 – marketing campaigns
- **DC Digital Platform synergy build up** – content and fan engagement activities with must-touchpoints across platforms

DC FanDome

- SSO framework and solution reusability already in place. Workstream starting this week.
- **Personalized CRM Reco engine:** Targeted emails, social marketing campaigns
- **Targeted merch recommendations:** Shop personalized merch UI algorithm
- **DC Digital Platform Release strategy alignment** – strategic timing/release of product features; merch release; marketing campaigns; social campaigns across platforms
- **DC Digital Platform synergy x 2** – content and fan engagement activities with must-touchpoints across platforms



I led the product strategy and technical architecture of DC Shop—a scalable, headless e-commerce platform for Warner Bros. Using campaign-driven merchandising, drop day planning, and system integrations (Shopify, Stripe, Segment, Salesforce), I transformed fan engagement into storytelling launches with conversion results.

The success of DC Shop led to my expanded role spearheading the launch of DC Universe's freemium and subscription platform, overseeing FanDome commerce, and replicating the shop's success across additional Warner Bros. IPs.