

# Robert Smith

## Ecommerce Coordinator

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## SUMMARY

Results-driven eCommerce and digital marketing professional experience leading eCommerce and online marketing with a strong background in advertising. Proven ability to develop highly effective and measurable strategies to drive revenue growth, increase customer acquisition, and expand brand awareness.

## SKILLS

Computer, Customer Service, Office Management.

## WORK EXPERIENCE

### Ecommerce Coordinator

ABC Corporation - June 2012 - December 2013

- Established online marketing strategy and executed sales directives for Diamond Jewelry Company.
- Managed sales and relationship of key ecommerce channels, including Amazon, eBay and Rakuten.
- Managed e-commerce platform to update products description, monitoring inventory levels and orders.
- Analyzed monthly sales figures to forecast inventory need and fulfillment to reduce inventory on hand by 7%.
- Coordinated with VP of sales on product pricing to increase product margins by 3%.
- Analyzed sku productivity to refine product grouping and increased clarity of offering and site conversion.
- Maintained and coordinated efforts for 400+ clients websites on their ecommerce solution using the Blue Martini tool.

### Ecommerce Coordinator

Delta Corporation - 2007 - 2012

- Brought on for the holiday season to help improve the companys Amazon.com storefront.
- Started out ensuring inventory accuracy, and eventually become responsible for the storefront itself, with the exception of customer service .
- An average day included order and return processing, forecasting seasonal styles, ensuring availability and inventory accuracy, and looking through .
- Maintain product catalog and promotions weekly Responsible for product and sample pulls Monitor and verify with vendors that samples have been sent .
- Responsible for online content including home page, categories, sub-categories, product pages, promotions and information pages for outdoor furniture .
- Coordinated with buyers, warehouse and outside photo studio to ensure completed production, 100% on time and within budget Controlled digital images .
- Supported two eCommerce Managers with invoicing and administrative details - Generated reports to distribute to Marketing team for individual hotel .

## EDUCATION

GED