**[E-commerce Manager](https://www.postjobfree.com/resume/adzlta/e-commerce-manager-brooklyn-ny)**

**Location:**Brooklyn, NY

**Posted:**September 10, 2023

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**Resume:**

ALEXIS

TROUTMAN

E-COMMERCE MANAGER

PROFESSIONAL EXPERIENCE

JUNE 2021-

PRESENT

JULY 2019 - JUNE

2021

MORGANE LE FAY

E-COMMERCE MANAGER - NEW YORK

\* Direct point of contact for online client issues and wholesale opportunities

Allocates all Inventory for online and in-store stock

Fluent in Shopify Plus & POS

Controls online visual merchandising and product pages

Oversees inventory control and custom orders

Creates weekly master sales, client feedback, and inventory reports

Utilizes SMS & E-mail marketing tools for consistent client outreach

Composing campaigns for social media, photoshoot, and weekly newsletters

Directs navigation changes, landing page updates and collection organizations on shopify platform

Contributes feedback on website modernization to enhance client experience

Improves SEO optimization by adding descriptive keywords and cross-sell applications

Analyzes KPI's data to gauge clientele and revenue growth

Introduced "gifting" to influencers and VIP clientele to reach a broader audience on social media

platforms

Schedule paid ads for Instagram, Pinterest and Facebook

Assists on seasonal promotional events to encourage clients to shop at pop up locations/retail

spaces

ISABEL MARANT

SENIOR SALES ADVISOR / VISUAL MERCHANDISER

e Built and retained a loyal clustomer base by providing clients with personalized service

¢ Organized pre-sale events for VIP clients to shop exclusively, resulting in strong CRM

relationships

e Achieved personal sales goal while supporting the goals of the team

¢ Directed visual moves; organizing and replenishing sales floor with creative merchandising

e Facilitated visual merchandising for the store, based on global visual guidelines

e Constructed weekly "new arrival" catalogues via email for personal clients

« Maintained the brand's high standards of customer service and communicating the

brand 's aesthetic

e Managed virtual shopping tools to assist clients visiting website in real time

¢ Utilizing omnichannel prescence to ensure clients have a seamless experience

SKILLS

SHOPIFY

LUXURY SALES a

BRAND MANAGEMENT

CAMPAIGN MARKETING

MERCHANDISING oi

SEO

EDUCATION CONTACT

CONSTANT CONTACT THE ART INSTITUTE OF P: (267) 307-5865

GOOGLE WORKSPACE PHILADELPHIA

MICROSOFT OFFICE BA E: ALEXISHTROUTMAN@GMAIL.COM

cRM -

SOCIAL MEDIA ADVERTISING FASHION DESIGN