



ESMAEL

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- E-commerce Product Management
- E-commerce Operations
- Shopify Store Management
- BigCommerce Management
- Amazon Product Research & Sourcing
- Amazon Online Arbitrage
- Product Listing Management
- Product Catalog Management
- Inventory Management & Optimization
- SKU Management
- Product Categorization
- Product Variations Management
- Product Collection & Tag Management
- Product Description Writing
- Product Content Optimization
- E-commerce SEO Optimization
- Product Data Verification
- Product Research & Profitability Analysis
- Promotional Offer & Discount Research
- Product Pricing Support
- Supplier Coordination
- Order Processing Support
- Order & Delivery Coordination
- Customer Service
- Customer Inquiry Management
- Product Quotation Support
- Returns, Refunds & Warranty Support
- Shopify Theme Customization
- PageFly Landing Page Development
- Basic HTML & Liquid Customization
- Website Content Management
- Email Marketing
- Social Media Marketing
- Facebook & Instagram Content Management
- CRM Management
- Administrative Support
- Data Entry & Quality Control
- Cross-Functional Coordination
- E-commerce Troubleshooting

Results-driven eCommerce Specialist with 6 years of experience in online store management, product listing optimization, catalog management, inventory tracking, and digital product operations across Shopify, BigCommerce, and Amazon. Proven experience in managing product listings, optimizing product descriptions and SKUs, conducting profitable product research, customizing Shopify storefronts, and executing email and social media campaigns to enhance customer engagement and support online sales. Brings strong expertise in Shopify, BigCommerce, PageFly, HTML, Liquid, Omnisend, HubSpot, Meta Business Suite, and product data management, helping organizations streamline eCommerce operations, maintain accurate product catalogs, and deliver seamless online shopping experiences.

WORK EXPERIENCE

DIGITAL PRODUCT SPECIALIST

HeadphonesSG & Lionware Pte Ltd – Singapore | November 2022 – Present (3 Years, 11 Months)

- Managed e-commerce product listings, ensuring accurate product descriptions, SKUs, and categories to improve customer experience and search functionality. Created, scheduled, and published Facebook and Instagram content, designed email marketing campaigns to support customer engagement and conversions, performed executive administrative tasks using HubSpot, Microsoft Office, and Google Workspace, and handled customer service emails involving product quotations, returns, refunds, warranties, and product inquiries.

AMAZON PRODUCT LEAD SPECIALIST

Peak Distribution – USA | June 2021 – March 2022 (10 Months)

- Researched and identified profitable products using Tactical Arbitrage, sourced promotional offers, discounts, and coupons to improve product profitability, maintained accurate product information, and supported e-commerce product management activities to assist with product sourcing and catalog accuracy.

SHOPIFY VIRTUAL ASSISTANT

Jen Speed Solutions – Georgia, USA | March 2020 – March 2022 (2 Years, 1 Month)

- Managed Shopify product listings, including product categorization, variations, SKUs, inventory, collections, and tags. Assisted with Shopify store settings, theme customization, and PageFly page building, updated website content, resolved basic store and product-related issues, and used HTML and Liquid for basic Shopify theme and content customization to maintain accurate and functional online stores.

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TOOLS

- Shopify
- BigCommerce
- PageFly
- HTML
- Liquid
- Tactical Arbitrage
- Asana
- Omnisend
- Meta Business Suite
- Microsoft Office
- Google Workspace
- HubSpot
- Gmail
- Canva
- Pixlr
- Zoom
- Google Meet
- ChatGPT
- CPQ (Configure, Price, Quote)
- B2B Ninja

WORK EXPERIENCE

PLANNING DEPARTMENT STAFF

Nasser Al-Hajri Corp – Jizan | December 2016 – March 2019 (2 Years, 4 Months)

- Performed administrative, documentation, and data management tasks using Microsoft Office and Google Workspace, analyzed isometric drawings to support accurate fabrication, verified measurements and material requirements against technical specifications, and coordinated information and project requirements between departments to support planning and operational activities.

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