



ISSACHAR

 [VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- E-commerce Operations Management
- Shopify Store Management
- Amazon Marketplace Management
- Magento E-commerce Management
- Product Listing Management
- Product Data Management
- Product Pricing & Optimization
- Inventory Management
- Order Processing & Fulfillment
- Returns & Claims Management
- Vendor & Supplier Coordination
- Product Launch Coordination
- E-commerce Merchandising
- PPC Advertising
- Amazon Ads
- Google Ads
- Meta Ads
- SEO & SEM
- Digital Marketing
- Email Marketing
- Customer Support
- CRM Management
- Lead Generation & Email Outreach
- Market & Competitor Research
- Pricing Analysis
- Data Analysis & Reporting
- Data Visualization
- E-commerce KPI Monitoring
- Administrative Support
- Executive Scheduling
- Insurance Application Processing
- Social Media Management
- Product Quotation Preparation
- Marketing Collateral Creation
- Purchase Order Processing

Results-driven eCommerce Specialist with 6+ years of experience managing online store operations, product listings, inventory, order fulfillment, and digital marketing across Shopify, Amazon, Magento, and other eCommerce platforms. Proven experience in optimizing product listings and SEO, coordinating product launches and promotions, managing PPC campaigns, monitoring eCommerce KPIs, and maintaining accurate pricing and inventory to improve visibility, conversions, and overall store performance. Brings strong expertise in Shopify, Amazon, WooCommerce, Matrixify, SEO, PPC advertising, Google Analytics, CRM platforms, and data reporting, helping organizations streamline eCommerce operations and deliver a seamless customer experience.

WORK EXPERIENCE

E-COMMERCE SPECIALIST

Helly Hansen | 2026 – Present

- Manages Shopify e-commerce operations, including product information, inventory, pricing, collections, website content, and bulk product updates using Matrixify and HH Master Sync. Optimizes listings and merchandising, processes returns through HDI and Loop, coordinates product launches and promotions, monitors sales and e-commerce KPIs, and collaborates with internal teams to maintain smooth day-to-day operations.

E-COMMERCE MANAGER / PRODUCT LISTING SPECIALIST

MVP Asia Pacific Inc. | February 2023 – July 2025 (2 Years, 6 Months)

- Optimized product listings and implemented SEO strategies across Amazon, Shopify, and Magento, managed PPC campaigns and data-driven marketing strategies, and handled cross-platform inventory management and order fulfillment to support product visibility, conversions, and sales performance.

E-COMMERCE & ADMINISTRATIVE SUPPORT

Chicago Title Company | October 2023 – Present (3 Years)

- Maintains client CRM records with accurate product and customer data, uploads and manages product documents, generates leads and conducts email outreach to potential clients, and provides administrative support for product listing and marketing campaigns.

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TOOLS

- Shopify
- Amazon
- WooCommerce
- Magento
- Matrixify
- HH Master Sync
- HDI
- Loop
- Zendesk
- Zoho Desk
- AgencyBloc
- Cision
- ActiveCampaign
- GoHighLevel (GHL)
- Google Analytics
- FDM4
- MAX MSTAR / WEBSTAR
- SAGE
- ESP
- Google Sheets
- Microsoft Excel

WORK EXPERIENCE

ACCOUNT COORDINATOR / PROMOTIONAL MANAGER

DCX Philippines Inc. | December 2021 – February 2024 (2 Years, 3 Months)

- Managed order fulfillment and e-commerce operations, maintained accurate product listings and inventory updates, performed data analysis and reporting, assisted with email campaigns and customer outreach, and coordinated with suppliers to review product information and support customer transactions.

ORDER ENTRY & PROMOTIONAL MANAGEMENT

Office Beacon | May 2021 – December 2023 (2 Years, 8 Months)

- Processed purchase orders and product listings using a DOS-based system, managed claims, returns, and order discrepancies, assisted with PPC advertising and product pricing optimization, prepared product quotations, and coordinated promotional activities with marketing teams.

VIRTUAL ASSISTANT (FREELANCE)

Freedom Insurance | August 2020 – November 2023 (3 Years, 4 Months)

- Managed the Director's schedule and client meetings, processed and submitted insurance applications, drafted communications and marketing emails using Active Campaign and Go High Level, maintained social media updates, and prepared carrier quotations for clients.

BACK OFFICE SUPPORT (E-COMMERCE & MARKETING)

Juniper Networks Account | January 2020 – June 2020 (6 Months)

- Conducted market research and competitive pricing analysis, assisted with product presentations, PPC campaigns, and marketing collateral, and developed and executed digital marketing strategies to support online store performance.

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