

Amanda Warren

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Profile

Results-driven eCommerce Director with over 20 years of experience in marketplace management, product merchandising, digital sales strategies, and competitive pricing. Expertise in optimizing product listings, managing multi-platform online stores, and leveraging data-driven insights to drive sales growth. Adept at fostering vendor relationships, overseeing advertising campaigns, and enhancing user experience through strategic website management.

Experience

DIRECTOR OF E-COMMERCE | DIMAYA, LLC | AUGUST 2012 – PRESENT

- Built and maintained a 10,000+ item catalog, managing all aspects of inventory, product listings, and pricing independently in a small team setting.
- Curated diverse product collections based on target market analyses, ensuring alignment with consumer demand and sales trends.
- Designed and managed Shopify websites, enhancing user experience, navigation, and conversion rates to improve overall sales performance.
- Developed and implemented competitive pricing strategies driven by detailed cost analysis to optimize profitability.
- Managed advertising campaigns across Amazon, Walmart, eBay, and Shopify, balancing budget constraints while increasing brand reach and customer engagement.
- Oversaw and approved product photography, ensuring high-quality images optimized for Amazon, eBay, Walmart, and Shopify listings.
- Fostered strong vendor relationships, streamlining communication channels for efficient product sourcing and inventory management.
- Expanded brand identity across multiple sales channels, driving a 25% increase in sales despite operating in a highly saturated market.
- Led end-to-end product lifecycle management, from content creation to multichannel distribution, ensuring consistency and visibility across platforms.
- Created and executed high-converting product content, including optimized descriptions, A+ content, and enhanced imagery to improve visibility and conversion rates.
- Monitored site performance, customer trends, and competitive data, adjusting strategies to sustain revenue growth and marketplace dominance.

E-COMMERCE MANAGER | INTERNATIONAL SILVER, INC | APRIL 2001-AUGUST 2012

- Led wholesale sales initiatives, expanding product reach to diverse retail outlets through trade shows and other B2B methods.
- Pioneered digital sales channels, integrating traditional wholesale methods with modern e-commerce platforms. Streamlined order processes, enhancing efficiency and customer satisfaction.
- Implemented e-commerce strategies, boosting online presence and driving revenue growth.
- Spearheaded transition to a hybrid sales model, balancing wholesale with emerging e-commerce trends. Positioned the company for long-term growth in a digital marketplace.
- Leveraged data-driven insights to optimize product offerings, pricing strategies, identify new business opportunities, and expand client base.
- Fostered strong relationships with retailers, understanding their unique needs to tailored solutions. Coordinated cross-functional teams to ensure seamless order fulfillment.

Education

A.A. IN FINE ARTS | JUNE 2000 | FASHION INSTITUTE OF TECHNOLOGY, NEW YORK, NY

Skills

E-Commerce & Marketplace Management: Amazon, Shopify, Walmart Marketplace, eBay, Newegg, Wayfair

Product Content & Merchandising: Product content writing, A+ content creation, content management

Competitive Pricing & Sales Strategy: Strategic pricing, cost analysis, sales forecasting, pricing optimization

Microsoft Office & Google Docs: Microsoft Word, Excel, PowerPoint, Google Docs, data analysis

Advertising & Digital Marketing: Online advertising, product promotions, campaign management

Vendor & Logistics Management: Procurement, vendor relations, logistics planning, order fulfillment

Photography & Design Tools: Adobe Photoshop, photo editing, product image enhancement

Bookkeeping & Financial Management: Inventory management, bookkeeping, financial tracking

Legal & Intellectual Property: Copyright registration, compliance, brand protection

Time Management & Organization: Project coordination, deadline management, workflow optimization

SEO & Search Optimization: Search engine optimization, keyword research, ranking improvement strategies