Calvin Le

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#: 347-806-1838

Work Experience

Senior E-commerce/OmniChannel Specialist
Chinatex Oriental USA - New York, NY   June 2021 to Present

- Execute product catalog updates and maintenance including adding new products, ensuring the accuracy of existing data, updating product images, and finding opportunities to improve the customer shopping experience
- Work with buyers to drive unit sales and execute marketing enhancements to increase product listing visibility/revenue
- Execute and present reporting to support analysis and forecasting (weekly, monthly, quarterly, season and year reports)
- Work in collaboration with warehouse in tracking inventory and taking responsibility for confirming quantities inbounded and notifying teams of any discrepancies

E-Commerce Specialist
Woozik - New York, NY   July 2020 to June 2021

- Oversees day-to-day operations that support e-commerce business including sales planning, forecasting, & reporting, web analytics, operations & logistics, maintaining all sales channel
- Improve/increase sales, maintain outstanding rating and ranking on all marketplaces, provide support to business partners
- Send and replenish inventory on Amazon FBA
- Monitor/manage Walmart Ads and Amazon PPC campaigns
- Maintain, optimize, and improve listings on the various marketplaces (title, description, images, reviews, etc.)
- Monitor and improve marketplace performance, taking proactive steps to avoid issues when possible and quickly correct them when necessary

Product Data and Web Marketing Associate
Gray Line New York Sightseeing Tours - New York, NY   April 2018 to April 2020

- Manage product updates for multiple websites and mobile app such as adjusting images, descriptions, prices, and operational updates in a timely manner
- Conduct and maintain new product loads from initial building to testing for websites and mobile apps
- Work with marketing team to improve current products to increase and drive sales
- Configure promotional rules and update weekly sales
- Assist director in the product development process such as building SKU in backend platform
- Develop and design webpages using HTML/CSS/Magento
- Assist call center department by resolving complicated system issues
- Responsible for posting blogs and reviews for our website

Education

Professional Development in Front-End Web Development
General Assembly   January 2018 to April 2018

Bachelor of Arts in Economics
Queens College, City University of New York - Queens, NY   2007 to 2011

Skills

HTML5, CSS3, Javascript, jQuery, GitHub, Google Analytics, Google Docs/Drive, Microsoft Suite (Word, Excel, Outlook), Adobe Photoshop CC, Slack, Trello, Freshdesk, E-Commerce, Walmart Seller Center (Marketplace), Walmart Supplier Center, Shopify, Magento, Ebay, Amazon Seller Central, Amazon Vendor Central

Certifications / Licenses

Microsoft Office Specialist 2010 (Excel), QuickBooks Pro 2011, Google Analytics Certification