

KATHLEENE JOY MARRON

Shopify & SEO Specialist

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PROFESSIONAL SUMMARY

Dynamic executive-level strategist with 7+ years of diverse experience in project management, digital transformation, and multi-channel operations. Adept at developing and executing Standard Operating Procedures (SOPs) that improve efficiency by up to 25% and leading cross-functional teams to exceed performance targets. Proven record of optimizing e-commerce platforms, including Shopify and BigCommerce, to boost conversion rates by 20% and drive revenue growth. Recognized for strategic decision-making, data-driven process improvements, and exceptional stakeholder engagement.

CORE COMPETENCIES

- Project Management & Strategic Planning
- SOP Development & Process Optimization
- Cross-Functional Team Leadership
- E-commerce & Digital Transformation
- CRM & Data Analysis
- Executive Administration & Communication
- Sales & Lead Generation
- SEO & Digital Marketing
- Shopify Website Management
- Go High Level Specialist

PROFESSIONAL EXPERIENCE

KeCatalyst - Search Engine Optimization (SEO) Specialist

Nov 2025 – Present / London, United Kingdom

- Developed and executed SEO strategies for new and existing clients.
- Conducted keyword research and competitive analysis to drive organic growth.
- Implemented **On-page, Off-page, and Technical SEO**, including content optimization, link building, and site audits.
- Provided data-driven SEO recommendations to business owners.
- Monitored and reported SEO performance to improve rankings and visibility.

TOHM Collective - Search Engine Optimization (SEO) Specialist

October 2025 – Present / Australia

- Led SEO strategy for a high-end eCommerce jewelry brand to increase organic visibility and sales.
- Performed keyword research and competitor analysis targeting luxury and high-intent search terms.
- Optimized **product and category pages** through on-page SEO, content enhancements, and internal linking.
- Implemented **technical SEO** improvements to enhance site performance, crawlability, and user experience.
- Executed **off-page SEO** initiatives, including high-quality link building and brand authority growth.
- Tracked SEO performance and revenue impact using analytics and eCommerce SEO tools.

Stela Foods LTD - Shopify and SEO Specialist / Web Support

March 2024 – Present | Dublin, Northern Ireland

- Managed back-end web development, including theme customization, app integrations, and site performance optimization.
- Developed and optimized website back-end with theme updates, app integration, and performance enhancements.
- Implemented SEO initiatives - on-page optimization, keyword research, and content updates that improved visibility and boosted organic traffic.
- Executed targeted SEO strategies, driving higher search rankings and increased organic traffic through optimized content and keywords.

Get Thin MD - Patient Care Specialist

March 2025 – November 4, 2025 | U.S.A

- Managed patient communications and order resolutions through telemedicine CRM platforms, ensuring timely and accurate updates on order status.
- Collaborated directly with the doctor network and partner pharmacies to support seamless order processing and prescription fulfillment.
- Handled multi-channel communication (chat, email, inbound/outbound calls) with patients, providing assistance and resolving inquiries with empathy and professionalism.
- Created SMS and email response templates to improve consistency, efficiency, and brand voice in patient communications.
- Produced Loom video tutorials and standard operating procedure (SOP) documentation to streamline onboarding, training, and internal workflows.
- Conducted proactive outreach campaigns for refills, abandoned checkouts, failed payments, new patient engagement, review requests, and missed appointments.
- Supported sales and retention initiatives by following up with patients to complete pending orders and promote ongoing treatments or product offers.
- Performed audits and analyses to identify retention opportunities and improve patient satisfaction rates.
- Assisted the marketing team in promoting new products and implementing patient-focused marketing strategies.
- Maintained a high standard of written and verbal communication in all interactions while meeting performance and compliance standards.

Maria's Byron Bay– Shopify and SEO Specialist / Web Support

March 2024 – Present | NSW, Australia

- Implemented strategic Shopify improvements, raising conversion rates by 32% while enhancing customer experience.
- Optimized order processing and inventory workflows, cutting fulfillment errors by 19%.
- Leveraged advanced Shopify applications to improve marketing automation, boosting campaign performance by 25%
- Handled **back-end web development tasks** including theme adjustments, app integrations, and performance improvements.
- Executed **SEO strategies** (on-page optimization, keyword research, and content updates) that boosted search visibility and organic traffic.

Kiwi Artisan LTD – Shopify and SEO Specialist

Oct 2024 – October 2025 | Auckland, New Zealand

- Spearheaded Shopify store optimizations that increased conversion rates by 20% and elevated customer satisfaction.
- Streamlined order processing and inventory management, reducing fulfillment errors by 15%.

- Integrated advanced Shopify apps to enhance marketing automation, driving a 25% boost in campaign effectiveness.

Big Commerce LTD – Project Manager

Sept 2023 – April 2024 | Remote

- Directed end-to-end e-commerce projects, achieving milestone completions 15% ahead of schedule while managing a cross-functional team.
- Developed and implemented over 10 SOPs, increasing operational efficiency by 25%.
- Oversaw comprehensive store management, ensuring 99% order accuracy and timely fulfillment.

Core Group of Companies – Harrison Grandelli Team | Project Manager & Administrator

Sept 2022 – Feb 2023 | Remote

- Developed and implemented comprehensive SOPs that boosted administrative efficiency by **20%**.
- Delivered daily performance reports via email and project management systems, ensuring accurate tracking of tasks.
- Managed listings, transactions, and CRM data to improve operational accuracy by **15%** and reduce data errors by **25%**.
 - Coordinated diverse marketing projects—including social media campaigns, e-newsletters, and video content—resulting in a **30%** engagement increase.
 - Maintained rigorous reporting (daily to annual), providing actionable insights to team directors and supporting strategic decision-making.
 - Assisted in tracking team expenses and scheduling client tours, cutting overhead costs by **10%**.

Bellemere New York – Project Manager & Administrator

April 2022 – Nov 2023 | Remote

- Led multi-disciplinary projects across marketing, e-commerce, finance, HR, and customer support, driving a 30% improvement in overall efficiency.
- Designed and executed SOPs that reduced process delays by 20% and boosted team productivity.
- Coordinated digital marketing campaigns that elevated online engagement by 35% and increased sales by 25%.
- Streamlined CRM practices, enhancing client data accuracy and communication effectiveness.

Concentrix Daksh – Assistant Project Manager / Subject Matter Expert

April 2020 – April 2022 | Remote

- Developed and refined 8+ SOPs, resulting in a 15% improvement in workflow efficiency.
- Trained and onboarded over 30 employees, reducing onboarding time by 25% while enhancing team performance.
- Resolved escalated customer issues with a 90% resolution rate, significantly boosting client satisfaction.
- Provided subject matter expertise that guided strategic decision-making and ensured project accuracy.

Keller Williams Realty Inc. – Inside Sales Agent & Support ISA

January 2022 – Nov 2022 | Remote

- Prospected and qualified over 40 high-potential leads monthly, contributing to a 25% increase in team sales.
- Managed multi-channel communications (email, SMS, voice) achieving a 95% follow-up rate.

- Streamlined lead management processes, reducing information processing time by 20%.

LL Marron Construction & Trading – Project Support Associate

March 2018 – April 2020 | Binangonan, Rizal, Philippines

- Assisted in construction project management initiatives, contributing to timely completions and process improvements.
- Supported administrative tasks and team coordination to enhance overall operational efficiency.

EDUCATION

Bachelor of Science in Medical Technology

Far Eastern University – Manila, Philippines | 2012 – 2021

CERTIFICATIONS

- **Project Management and Leadership 101** – MSTCONNECT (2023)
 - **How to Become a Shopify Expert (From Zero to Hero!)** – UDEMY by Tim Sharp (2023)
 - **General Virtual Assistant Training Program** – RECRUITTREK ANTOINE CAMPBELL ENTERPRISE (2022)
 - **General Virtual Assistant Course** – VIRTUALWORKPH (2022)
 - **Basic WordPress Course** – VIRTUALWORKPH (2022)
 - **Social Media Management Course** – VIRTUALWORKPH (2022)
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TECHNICAL & ADDITIONAL SKILLS

- **Project Management Tools:** Asana, Trello
- **CRM & Data Analysis:** Advanced reporting and analytics
- **E-commerce Platforms:** Shopify, BigCommerce, WordPress
- **Design & Content Creation:** Graphic Design, Social Media Management
- **Process Improvement:** Data entry, research, and lead generation
- **SEO & Digital Marketing:** On-page SEO, keyword research, optimization strategies

