

# Andrea Lloret

Manchester

[Andrea.fullstack@gmail.com](mailto:Andrea.fullstack@gmail.com)

Languages:

Italian - Native

English - C1

Spanish - Basic

## Work Experience

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### **Ecommerce Executive**

Approved vitamins - Manchester

April 2020 to Present

- Track the website with google analytics. Keeping Amazon account and Website up to date • Listing new products on the company website • listing products on Amazon (vendor central and seller central), manage amazon order. Drive Amazon AMS campaigns • Keyword Research using different platform as Semrush, Alexa, Google Keyword Planner • Keep daily report based on Google Analytics • manage Ocado portal (Blujay and Olive) amd manage ocado weekly orders. Managing incoming calls and customer service enquiries • Identifying and assessing customers' needs to achieve satisfaction

### **Ecommerce Executive**

Faith in Nature Ltd - Manchester

June 2018 to Present

- Keeping Amazon account and Website up to date • Listing new products on the company website • listing products on Amazon (vendor central and seller central), manage amazon order. Drive Amazon AMS campaigns • Keyword Research using different platform as Semrush, Alexa, Google Keyword Planner • Keep daily report based on Google Analytics • manage Ocado portal (Blujay and Olive) amd manage ocado weekly orders. Managing incoming calls and customer service enquiries • Identifying and assessing customers' needs to achieve satisfaction

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Self Employed

January 2017 to Present

Adbwebservices.com

I am developing website and Ecommerce for different kinds of customers in the UK and Italy, working mainly on Wordpress and Woocommerce. Also do use Magento. Experience in SEO and knowledge of driving Google ads, Amazon AMS, Facebook Ads campaigns

### **Sales and Logistics Assistant**

Macway Ltd

February 2016 to May 2018

- Keeping the eBay and Amazon accounts up to date • Listing new products on the company website • Managing incoming calls and customer service enquiries • Generating sales leads that develop into new

customers • Identifying and assessing customers' needs to achieve satisfaction • Planning warehouses and distribution centres for efficiency in both operations and capacity • Organising transportation activities, including the storage of goods, and managing information from point of origin through to delivery • Execute logistics plans to move products/packages to reach destinations on schedule • Maintaining quality throughout the logistic processes

## **Head of Sales**

C.R.A.S.H

2013 to 2015

- Developing strategy, tactics, sales plans and profit targets
- Developing relationships with clients
- Identifying and reporting on business opportunities in target markets
- Maximising new business development opportunities
- Overseeing a sales team

## **Software Administrator / Website Developer**

Become-Wind Italia - IT

2012 to 2013

- Adapting custom themes to support individual client needs
- Support websites by providing user technical support and maintenance
- Work and communicate with the internal team, to ensure that client objectives and specifications are being met
- Optimise responsive sites for maximum speed
- Implement, monitor and analyse WordPress sites for current SEO and user behaviour trends
- Find, follow, recommend, and implement general web best practices that improve site performance and engagement
- Install and configure WordPress plugins
- Incorporating all necessary HTML and CSS into WordPress Themes
- Daily management of existing accounts to optimise for a better return on investment and meet company targets
- Continually identify opportunities to grow the accounts through new ad groups, keywords, landing pages.
- Analyse and report on results to the Marketing Manager and company directors
- Provide technical support for both hardware and software issues that users encounter
- Respond to and resolve help desk requests

## **Desk Customer Assistant**

2006 to 2011

Telecom Italia Help Desk • Responding to queries via chat, email or phone • Training other staff members on troubleshooting and diagnosing problems • Providing technical assistance for questions and problems

- Diagnosing system errors and other issues
- Following up with customers to ensure full resolution of issues

## **Education**

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### **Bootcamp in Fullstack Javascript Developer**

University of Manchester - Manchester

January 2021 to August 2021

### **Bachelor's in Audiology**

"Università degli Studi di Siena" - Siena, IT

2001 to 2005

### **Diploma of Higher Education in Computer Science**

ITC Alessandrini - Pescara, Abruzzo

September 1996 to June 2001

## Skills

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- Microsoft Excel (10+ years)
- SEO (2 years)
- Wordpress (4 years)
- Anagram - Encore (1 year)
- Amazon AMS (3 years)
- Semrush (2 years)
- Google Analytics (3 years)
- Google Adwords (2 years)
- Facebook Ads (2 years)
- Google search console (2 years)
- Ahrefs (1 year)
- React (Less than 1 year)
- Node.js (Less than 1 year)
- HTML5 (3 years)
- CSS (3 years)
- Express.js (Less than 1 year)
- MongoDB (Less than 1 year)
- JavaScript (1 year)
- jQuery (Less than 1 year)
- Bootstrap (1 year)

## Links

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[https://lloret82.github.io/Password\\_Generator\\_Js/](https://lloret82.github.io/Password_Generator_Js/)

[https://lloret82.github.io/Professional\\_Portfolio/](https://lloret82.github.io/Professional_Portfolio/)

[https://lloret82.github.io/Quiz\\_Game\\_Js/](https://lloret82.github.io/Quiz_Game_Js/)

[https://lloret82.github.io/Weather\\_Forecast\\_Dashboard/](https://lloret82.github.io/Weather_Forecast_Dashboard/)

[https://lloret82.github.io/Yummy\\_Fridge/](https://lloret82.github.io/Yummy_Fridge/)