

#### **E-commerce Product Manager**

- Oversee the entire product lifecycle, from conception to market launch, conducting market research to identify customer needs and preferences, and developing product listings optimized for search visibility and sales conversion.
- Create and manage digital advertising campaigns on Amazon and social media platforms, produce high-quality promotional videos and visual content, and utilize SEO best practices to enhance product ranking on Amazon.
- Coordinate procurement, labeling, and inventory management to maintain product availability, and implement efficient shipping and handling processes to ensure timely deliveries.
- Respond to customer inquiries and feedback promptly, handle custom personalization requests, and ensure accurate order fulfillment to achieve high customer satisfaction and loyalty.
- Monitor sales performance and analyze data to identify growth opportunities, adjusting marketing strategies based on performance metrics and customer feedback to optimize ROI.
- Manage financial records, including budgeting, expense tracking, and sales reporting, and ensure compliance with Amazon's seller policies and guidelines to maintain a good standing on the platform.
- Impact: Successfully managed over 80 product listings, resulting in a 50% increase in user
  engagement and satisfaction. Enhanced operational efficiency led to a 30% improvement in
  fulfillment speed and accuracy. Increased sales by 40% through targeted marketing strategies and
  optimized product visibility. Achieved high customer retention and positive reviews, significantly
  boosting brand reputation.

#### **Education**

**NJIT - Ying Wu College of Computing** 

## **Technical Skills**

- Programming Languages: Java, Python, C, C++, JavaScript, TypeScript
- Frontend and Backend Technologies: HTML, CSS, Tailwind CSS, DaisyUI, ReactJS, Redux, Three.js, Next.js, Node.js, Django
- Design Tools: Figma, Adobe Illustrator, Procreate, Blender, Figma
- Database Management: MySQL, PostgreSQL, MongoDB, PL/SQL
- Version Control & Deployment: Git, Docker

## **Certifications**

• Responsive Web Design Certification via freeCodeCamp

# **Projects**

#### **Project Name**

• Short description of the project and key contributions.

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This HTML resume includes all the key sections: Professional Summary, Work Experience, Education, Technical Skills, Certifications, and Projects, each formatted for a clean and professional appearance. Adjust the content, particularly the project section, as per specific project details once you have them.