

PRISCILLA FIRPO

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PROFILE

Versatile ecommerce manager with 4+ years of experience facilitating end-to-end digital marketing operations. Acted as the technical liaison between teams and vendors, fostering open communication channels and streamlining cross-functional processes. Expertise in the Shopify platform, third-party integrations, and theme customization, with a comprehensive background in managing large-volume and high-traffic stores.

EXPERIENCE

Ecommerce Manager

Perfect Keto

Remote

February 2020 - October 2023

- Organized and executed the launch of over 30 new products and hundreds of multichannel marketing campaigns.
- Maintained the inventory, customer communications, and product pages for a catalog of 50+ SKUs with ~10,000 subscriptions.
- Worked closely with developers to deploy new features and design updates, conduct regular site usability testing, identify and troubleshoot issues.
- Partnered with the SEO and marketing teams to implement optimization strategies for improved search engine visibility, conversion rates, and ad performance.
- Integrated standard practices from various departments to ensure site compliance with brand and quality assurance guidelines.

Independent Contractor

Freshwater Designs

Remote

August 2019 - January 2020

- Designed marketing materials in Photoshop.
- Performed ad hoc Shopify storefront updates.

SKILLS

Tools & Platforms: Shopify/Shopify Plus, Bubble.io, Google Merchant Center, Google Analytics, Klaviyo, Recharge, WordPress, Amazon Seller Central, Asana, Notion, Figma, Canva.

Technical: Liquid, HTML, CSS, Javascript, React, Github, Visual Studio Code.

EDUCATION

Pace University

Bachelor of Arts, Philosophy & Religious Studies

New York, New York

January 2012 - May 2013

CERTIFICATIONS

Full-Stack Engineering Certification

Codecademy

In progress

Expected completion: December 2024