

Asuquo Murphy

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Professional Summary

Results-driven E-commerce Specialist with over 3 years of experience managing and optimizing Shopify stores for diverse clients. Proficient in product listing, SEO optimization, customer service, and data analysis. Adept at leveraging digital tools to enhance user experience and drive online sales. Seeking a remote position to contribute to a dynamic team focused on e-commerce growth.

Core Competencies

- Shopify Store Management
- Product Listing & Optimization
- SEO & Digital Marketing
- Customer Relationship Management
- Data Analysis & Reporting
- Remote Team Collaboration
- Content Creation & Copywriting
- Technical Support & Troubleshooting

Professional Experience

E-commerce Manager

Basec Africa, Lagos, Nigeria

January 2022 - Present

- Managed and optimized Shopify stores, leading to a 25% increase in online sales.
- Conducted keyword research and implemented SEO strategies, improving organic traffic by 40%.
- Collaborated with cross-functional teams to enhance user experience and streamline operations.
- Provided technical support and training to clients on Shopify functionalities.

Digital Marketing Associate

Freelance, Remote

June 2020 - December 2021

- Developed and executed digital marketing campaigns for small businesses.
- Created engaging content for social media platforms, increasing follower engagement by 30%.
- Analyzed website traffic and user behavior to inform marketing strategies.

Education

Bachelor of Science in Geophysics

University of Calabar, Nigeria

Graduated: 2019

Certifications

- Shopify Partner Academy - Store Operations
- Google Digital Garage - Fundamentals of Digital Marketing

Technical Skills

- Platforms: Shopify, WordPress, WooCommerce
- Tools: Google Analytics, SEMrush, Mailchimp, Canva
- Languages: HTML, CSS (basic proficiency)
- CRM: HubSpot, Zoho CRM

References

Available upon request.