Roberto Garcia

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Portfolio: robertgarcia305.github.io/my-portfolio

Results-driven **E-commerce Manager** with 4+ years of experience managing Shopify stores, implementing data-driven SEO and UI/UX strategies, product optimization, and boosting online revenue while leading small teams.

WORK EXPERIENCE

Starr Western Wear
July 2021 - Present
Website Manager
- Upload and manage over 7,000 products using Shopify.
- Increased sales by 169.81% in 2024.
- Increased traffic to 1,192,012 store sessions in 2024.
- Increased order value by 5.77% in 2024.
- Edit and optimize product imagery using Photoshop, Photopea.
- Edit existing Shopify theme (HTML, CSS, JavaScript, Liquid).
- Perform technical domain changes.
- Led and mentored a team of 2, ensuring seamless Shopify store operations.
- Perform ADA accessibility edits, scans, and assessments on the website.
- Create website mockups on Figma.
- TikTok Shop and third party app integrations.
- Product description enhancements using Semrush.
- Search Engine Optimization (SEO) best practices.
- Fix product schema data issues.

Tempco Clothing
July 2021 - Present
- Increased sales by 38.55% in 2024.
- Management of 100 active products.

The Shoppes At Solana
July 2023 - Present
- Increased traffic 1,114,006 since July 2023.
- Edit existing Shopify theme (HTML, CSS, JavaScript, Liquid).

Belica Clothing - Own Brand
July 2019 - October 2020
- Product upload to Shopify website.
- Image and Video Editing.
- Created ads (Facebook and Instagram).
- Sourced and negotiated with optimal raw material providers.
- Brand trademark registration USPTO.

EDUCATION

Bachelor's degree in Marketing
UANL (07/2015 - 12/2019).

PROJECTS

Cash Tools - cashtools.org

- Building a suite of interactive financial calculators to help users make informed financial decisions and improve their financial literacy (e.g., CD calculator, savings tracker).
- Focused on clean UI/UX, mobile-first design, and search engine optimization (SEO) to maximize user reach and engagement.
- Status: Work in progress – actively adding features and refining design.

SKILLS

Content Management Systems (CMS): Shopify, SEMrush.
Web Development: HTML, CSS, JavaScript, SQL, Shopify Liquid.
Design: Figma, Image editing software.
Marketing, SEO And Analytics: Ads (Facebook and Instagram), Search Engine Optimization (SEO) Tools (SEMrush, Yoast), Google Search Console, Google Merchant Center, Google Analytics, G Suite, Hotjar.
Languages: English and Spanish.

CERTIFICATES

Microsoft Excel Course.
User Experience UX Course - Accenture.