

Roberto Garcia

robertserranogar@gmail.com | (915) 996 - 0387

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 store traffic to **914,423 sessions** in 2025.
- Generated **\$1.25M in online revenue in 2025** by enhancing on-page SEO and product merchandising.
- Increased order value by 16% in 2025.
- 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

- Generated \$35,525.67 in online sales in 2025 by improving SEO and refining product strategy.
- 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 - Founder & SEO Developer

- Designed and developed a privacy-first financial tools platform targeting high-intent organic search queries.
- Built SEO-driven content architecture and internal linking strategy to establish topical authority.
- Optimized mobile-first performance and Core Web Vitals.
- Developing interactive calculators aligned with search intent for scalable organic growth.

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.