

Marc-Anthony Peterson

Experience

January 2019 – April 2019

E-Commerce Associate | Stadium Goods | New York, NY.

- Managed FarFetch/Amazon selling channels (Magento/SolidCommerce; acting as a liaison for FarFetch/Amazon Account Managers adding/removing products, merchandise products for listing.
- Perform site maintenance; editing product titles & footwear nicknames.
- Manage all operations for “Upcoming” product category; creating and editing products in Sage (X3), perform light HTML/CSS maintenance.
- Manage all SEO operations.

October 2018 - December 2018

E-Commerce Manager/Consultant [Contract] | Parke & Ronen | New York, NY

- Managed web store (Shopify/Accumula); adding/removing products, capturing/refunding payments.
- Created product launch infrastructure for Holiday/Seasonal/Special Sales & Releases.
- Improved site UX/UI (HTML/Liquid).

May 2018 - October 2018

E-Commerce Manager/Consultant [Contract] | RIME | Brooklyn, NY

- Developed affiliate marketing programs.
- Managed web store (Shopify/Lightspeed/Magento); adding/removing products, capturing/refunding payments.
- Created strategic marketing and social media campaigns; nearly doubling the sites traffic and social interactions.
- Improved site UX/UI (HTML/Photoshop/Sketch).
- Created product launch infrastructure for Holiday/Seasonal/Special Sales & Releases.

September 2016 - April 2018

E-Commerce Manager | USAPE, LLC (A Bathing Ape) | New York, NY

- Managed web store (Shopify); adding/removing products, capturing/refunding payments.
- Managed company webmail box; responded to customers and VIP client inquiries and complaints.
- Created product launch infrastructure for Holiday/Seasonal/Special Sales & Releases.
- Managed stockist accounts & manufacturing accounts.
- Managed social media accounts; updated news and release information across all major platforms.

Education

2014-Present

New York University | B.A. Business Management/Marketing | New York, NY