

Contact

ashalala93@gmail.com

www.linkedin.com/in/adamshalala
(LinkedIn)

Top Skills

Shopify

Klaviyo

JavaScript

Languages

English (Native or Bilingual)

Adam Shalala

Ecommerce Manager
Greater Sydney Area

Summary

Experienced Ecommerce Manager with a demonstrated history of working in the retail industry. Skilled in management, operations, warehousing, digital transformations and strategy with a Bachelor's degree in Business from the University of Technology, Sydney.

Experience

INSPOINT Australia

Ecommerce Manager

January 2017 - Present (6 years 7 months)

Sydney, Australia

Oversaw and managed the migration of inspoint.com.au from Opencart to Shopify Plus.

Responsible for all online activities for INSPOINT.COM.AU including:

Continual optimisation of the website to increase the conversion rate to appeal to current and future customers.

Leading a team to maintain and update the store and conduct digital marketing activities.

Manage agencies and contractors to conduct work on behalf of INSPOINT.

Oversee and manage Email Marketing and Digital Campaigns

Create and maintain an online business plan

Provide analytic reports of the online store to senior management.

Managing the online customer service team

Liaising with logistic partners to optimise shipping

Manage the E-Commerce fulfilment centre and work with staff to ensure all orders are shipped within deadlines.

Electronic Arts (EA)

Marketing Coordinator

March 2016 - December 2016 (10 months)

Sydney, Australia

Marketing Coordinator role for the EA Sports team at the EA APAC head office

Assisted with the launch of Madden17, NHL 17 and FIFA 17 in APAC markets.

Responsibilities include -

Admin of social accounts
Social media scheduling on APAC social accounts
Social media reporting
Digital asset management
Localisation of assets for APAC market
Issuing of Press Releases
Manager of marketing financial tracker
Manager of campaign tracker
Liasing with key stakeholders

INSPORT Australia

Sales assistant and store manager

January 2008 - July 2015 (7 years 7 months)

- Customer Service
- Training of new staff members
- Visual merchandising
- Inventory stocktake
- Reconciling of daily takings.
- Updating In Sport Facebook / Instagram pages

Cancer Council NSW

Community Fundraising Events Marketing Intern

February 2015 - May 2015 (4 months)

Potts Point

- Sending weekly email surveys of past events to participants and conducting analysis.
- Creation and continual maintenance of event web pages.
- Updating event Facebook pages.
- Invoicing for events marketing team.
- Research and collation of information used by team members for events.
- Calling Cancer Council Supporters to inform them of upcoming events

Education

University of Sydney

Boot Camp, Full Stack Web Development · (February 2023 - July 2023)

University of Technology, Sydney

Bachelor's Degree, Business · (2012 - 2015)

Trinity Grammar School