

# Fernando Pacheco

WEB SPECIALIST

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## SKILLS SUMMARY

### Project Management —

Manage New Launch items for multiple E-commerce brands; including product maintenance and creation; copywriting, edits, photo coordination, and liaising between different departments.

### Web Specialist —

Maintain & assist with designing websites for a better UX/UI.

### Influencer Marketing —

Source and develop relationships with influencers to impact potential customers.

## EXPERIENCE

### Seed Beauty, Oxnard —Web Specialist

ColourPop Cosmetics / FourthRay Beauty / SOL Body / Tati Beauty / Kylie Cosmetics / KKW Beauty

FEB 2019 - PRESENT

#### Launch New Product

- Implementing updates and fixing bugs for a better UX.
- Project Manage each launch to deploy onto the website.
- Test/QA promo and new web functionality.
- Optimize SEO keywords to give a stronger value.
- Assisting in the management of online inventory in all aspects of Ecommerce and digital.
- Working closely with our various departments (Marketing/Customer Service/Operations/Finance) to ensure goals and initiatives are being met and are in alignment with the brand.
- Participating in the development and implementation of marketing campaigns and Ecommerce strategies.
- Register products to allow shipping into certain countries
- Data Entry; upload product info to various systems/ Create and update bill of materials for all skus / Maintain master product databases
- Constantly reviewing, monitoring, and analyzing consumer behavior to drive recommendations and suggestions for related ecommerce platforms.

## ADDITIONAL SKILLS

Shopify

Google Analytics

Zendesk

Jira/Confluence

Looker

HTML/CSS

Signifyd

Microsoft Word, Excel  
(Google Sheets/Doc/Slide)

Contentful

Shipping Easy

HelpScout

Tribe

Dash Hudson

PhotoShop

Social Media Platforms

SQL - Entry Level

Kaizen

## LANGUAGES

English, Spanish

## **Seed Beauty, Oxnard — *Influencer Relationship Specialist***

MARCH 2018 - FEB 2019

- Develop and liaison between other departments (Operations, Marketing) to implement marketing/PR strategies.
- Track and report EMV (Earned Media Value)/ social engagement gained from influencer
- Build relationships with influencers
- Write and curate content
- Identify trendy topics on social media to target different audiences

## **Seed Beauty, Oxnard — *Customer Service***

MARCH 2016 - MARCH 2018

### **Zendesk**

- Subject matter expert for software; responsible for implementation, migration, and maintenance of a new email platform to fit the needs of the department.

### **Social Media Engagement**

- Engage with customers through social platforms to ensure customer satisfaction.
- Report customer engagement feedback to Organization to ensure marketing strategies/campaigns aligned with customer views

### **Fraud Analyst**

- Identify fraud customer by reviewing acct history/payments
- Investigate/ Resolve customer cases that were flagged by the fraud system.

### **Customer Success Associate**

- Resolve customer inquiries from various brands while upholding brand specific policies.

## **EDUCATION**

### **OC/VC Community College, Oxnard/Ventura — Undergrad**

FALL 2014 - SUMMER 2016

Business Management & Marketing

### **Channel Islands High School, Oxnard — *High School Diploma***

FALL 2010 - SUMMER 2014