

Nicholas Wong

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Amazon & Shopify Ecommerce Specialist with over 4 years' experience looking for growth opportunities.
Very diligent and quick to learn on the fly. Loves to wear many hats and is not afraid to test strategies and admit wrongdoing. Data and analytically driven.
Industry experience includes: transportation and logistics, working with overseas suppliers, beauty, and packaging industries.

EDUCATION

Rutgers, the State University of New Jersey; Supply Chain Management & Marketing Sciences

New Brunswick, NJ

Honors: Dean's List

May 2019

Relevant Coursework: Supply Chain Finance, Environmental Mgt. & Green Purchasing, Business Policy and Strategy, Procurement & Sourcing, Logistics & Transportation, Operations Management, Management Information Systems, Financial Management, Financial and Managerial Accounting

WORK EXPERIENCE

Ophi's E-Commerce Solutions

Fort Lee, NJ

Owner, Freelance, Business Analyst & Development

May. 2019 – Current

- Chartered project guidelines and timelines for each customer's requests and create optimized solutions for each client.
- Design of multimedia ad work and SEO solutions with monthly performance reports via A/B Testing with Google Ads, Keywords, and Analytics.
- Optimized website load speed times with utilization of HTML5 and CSS via Google Lighthouse (Pagespeed Insights) and GTMetrix.
- Formalized end to end ecommerce, inventory ERP integration, and shipping solutions.

Undisclosed Company in Greater NYC Area

Greater NYC Area

Ecommerce Product & Marketing Manager

Jan. 2023 – Current

- Source and brand beauty products to the US market for sale through retail & ecommerce presence.
- Launched new product line on Amazon store to approximately \$40k online and over \$80k per month retail since February inception and growing.
- Maintain over 3+ ROAs on Amazon Ad and Google Ad campaigns.

Provengo, LLC

North Merrick, NY
Jun. 2021 – Oct. 2022

Ecommerce Specialist - Product Merchandiser & Marketing Specialist

- Utilized GA, surveys, feedback, and A/B testing to reduce bounce rates resulting in increased pageviews, average order value, and decreased bounce rate through UX improvements.
- Performed PDP and SEO Optimizations, Merchandising, and import of new products via EDI partnerships.
- Pinpoint room for improvement and bug fixes through the use of Hotjar, Product Filter & Search, Fullstory, GA.

Papillon Ribbon & Bow, Inc

Clifton, NJ
May. 2020 – Current
(Fulltime to Freelance)

Ecommerce Freelance Consulting –Ecommerce Specialist

- Built and launched ecommerce platform with 2500+ SKUs into Shopify system via Sage ERP.
- Generated over 1000% ROI on Google ads.
- Increased online sales by 47% YOY (2020-2021).

LG Electronics (Pantos Logistics)

Englewood, NJ
Jan. 2020 - April. 2020
(Layoff)

Import Specialist

- Headed over 15+ named import accounts with over 150 containers for delivery each week.
- Coordinated all logistic services from customs, ship, rail, CFS, trucking and delivery.

Infinity Trans Inc.

Valley Stream, NJ
May. 2017 - Sep. 2017

3rd Party Logistics Operations & Sales Intern

- Provided shipping services to customers including but not limited to trucking, rail, air, and sea LTL and FCL shipments globally and domestically.
- Managed all required documentation for import and export shipments including but not limited to BOL, A/N, AWB, HB, and Customs Clearance in compliance with industry standards.

Paris Baguette America

Edison, NJ
Feb. 2015 - Mar 2017

Cashier/Barista

- Accommodated customer needs in all aspects including, but not limited to guiding/up selling, selling, and making of various food and drinks.
- Utilized knowledge of drink combinations to provide customers with beverages; stocking of products and maintaining a sanitary work station.

ConnectOne Bank

Englewood, NJ
Jun. 2013 - Sep. 2013

BSA/Compliance Analyst/Fraud Security Intern

- Utilized programs such as eVision, IBM insight, Prime, and Lexus Nexus to perform ongoing monitoring of highly classified customer data to limit risk of fraud and money laundering.
- Wrote and filed Suspicious Activity Reports (SARs), perform various record retention practices, and comply with Subpoenas and Levies received from court and credited IRS and creditors.
- Partnered with Branch Managers in Community Outreach Programs to attract potential local customers.

ACTIVITIES & LEADERSHIP EXPERIENCE

Fortune 500 Company (Non-Disclosable) - 2019

- Worked with regional fleet manager and historical data to create solutions that projected over \$3M USD (25% in overall cost savings) through cost analysis and optimization.

Business Owner – Dropship – 2019 to Current

- Collaborated with overseas factories and wholesale companies to create branded drop shipping opportunities in beauty, clothing, and technology fields.

LIBOR - Investment Bankers of Rutgers - Bender Trust (\$3M AUM) - 2019

Financial Analyst

- Collaborated with teammates to evaluate Tesla (Nasdaq: TSLA) using fundamental and qualitative analysis to create stock recommendation for senior asset manager at Neuberger Berman.

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- Evaluated Tesla's future outlook, revenue growth, cash flows, and market analysis to forecast future revenue and margins based on industry standards and comparison to main competitors; Recommendation: Buy; Outcome: Successful.

OTHER

Skills: MS Excel (Pivot Tables, VLookup), MS PPT, MS Access (SQL), MS Word, Fundamental and Technical Analysis, HTML5, JS (Beginner), CSS, Google Analytics, SEO Optimization, Search Optimization, UI/UX Page development, PPC Marketing, Market Analysis.

Personal/Interests: Tennis, Company Valuations, Stocks, Options, Motorsports