

Denver, CO 80237

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Eric Avelar

E-commerce Specialist with over 6 years of experience in eCommerce operations, focusing on SEO, digital content management, and product lifecycle in PIM systems. Expert in enhancing e-commerce presence through strategic asset management and data analytics. Adept at cross-functional collaboration to enhance digital marketing technologies and drive brand growth.

B.A. in Economics

The Ohio State University, Main Campus

Vice President of Public Relations

Healthy Living Toastmasters

- Ecommerce Operations
- SEO and Digital Analytics
- On-Site Search Optimization
- Product Merchandising
- Inventory Management
- Cross-functional Teamwork and Collaboration
- Keyword Research & SEO Strategy
- Shopify, Wix, Amazon Seller Central, Walmart Marketplace

April 2023 - Present

Ecommerce Merchandising Specialist Kanopi by Armstrong World Industries

- Handle the day-to-day operations of eCommerce sites, including product merchandising, inventory monitoring, testing, routine maintenance, and more.
- Manage the rapidly expanding product catalog, ensuring accuracy, and consistency across all touchpoints.
- Add new product SKUs to the website, tests, and checks for accuracy.

November 2022 – April 2023

On-Site Search Analyst (Contract) School Specialty, LLC

- Assisted with the strategy, planning, and reporting of on-site and external organic search analysis, optimizing performance.
- Worked cross-functionally to enhance on-site search experience through taxonomy, technical SEO, null search management, keyword research, and search rule maintenance.
- Employed a test & learn approach using both qualitative and quantitative data to continuously improve on-site search experiences.

September 2017 – October 2022

Web Merchandising Specialist Collections Etc.

- Assigned items to relevant website categories and refinements, ensuring seamless navigation for customers.
- Assigned merchandise cross-sells to items, regularly checking top-selling items and high-traffic products to optimize cross-sells.
- Performed audits for each print catalog to ensure all items were available on the web, with presentations matching print versions.
- Maintained category sorts and boost/bury rules using Hawksearch for optimal website organization.