

Eric Avelar

E-commerce Specialist

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EXPERIENCE

Armstrong World Industries, Remote — E-commerce Merchandising Assistant

APRIL 2023 - PRESENT

- Manage a product catalog of over 1,000 unique products, totaling 14,000+ SKUs using Shopify admin, Shopify 3rd party apps, and metafields.
- Assist in executing and merchandising an average of 28 promotions annually.
- Lead monthly product launches, onboarding 100 to 2,600 new products with variant SKUs.
- Analyze customer behavior and implement UX/UI improvements using Microsoft Clarity heatmaps.

PROFESSIONAL SUMMARY

E-commerce Specialist with over 6 years of experience in digital merchandising, SEO, and conversion rate optimization. Adept at leveraging analytics to drive data-informed decisions and improve user experiences. Proven track record in cross-functional collaboration, process improvements, and managing e-commerce platforms like Shopify to meet strategic business goals.

SKILLS

- Conversion Rate Optimization
- E-commerce Operations
- SEO Tools (SEMrush, Moz)
- Shopify Management
- Data Analysis (Google Analytics, Excel)
- A/B Testing (Monetate)
- UX/UI Optimization

School Specialty, LLC, Remote — On-Site Search Analyst

NOVEMBER 2022 - APRIL 2023

- Optimized on-site search performance using keyword research and taxonomy updates.
- Conducted competitive analysis and implemented SEO strategies to improve product visibility.
- Executed A/B tests to refine the customer journey and increase engagement rates.

Collections Etc., Remote — Web Merchandising Specialist

SEPTEMBER 2017 - NOVEMBER 2022

- Created and maintained online product assortments, ensuring content and category management accuracy.
- Collaborated with marketing to execute promotional campaigns and monitor performance metrics.
- Utilized Monetate to conduct A/B testing, driving measurable improvements in conversion rates

EDUCATION

The Ohio State University, Columbus, Ohio —
Bachelor of Arts in Economics