

Chenae Jackowiak

E-commerce Coordinator

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📍 1234 Desert Vista Dr,
Albuquerque, NM 87120

Education

Bachelor of Science in E-commerce and Digital Marketing at University of New Mexico, Albuquerque, NM

Sep 2017 - May 2022

Relevant Coursework: Digital Marketing Strategies, Web Analytics, E-commerce Technologies, Social Media Marketing, Search Engine Optimization, Mobile Marketing, User Experience Design, Content Management, and Web Development.

Links

[linkedin.com/in/chenaejackowiak](https://www.linkedin.com/in/chenaejackowiak)

Skills

Digital Marketing

Content Creation

SEO Optimization

Data Analysis

Inventory Management

Customer Service

Project Coordination

Languages

English

Russian

Profile

As an E-commerce Coordinator with over 1 year of experience, I successfully managed all aspects of online sales, including inventory management, product listing optimization, and digital marketing campaigns. I adeptly utilized various e-commerce platforms, such as Shopify and Magento, to ensure seamless online shopping experiences for customers, while employing data-driven strategies to increase conversion rates and drive revenue growth. My strong analytical skills allowed me to closely monitor sales performance and identify opportunities for improvement, and my collaborative approach enabled me to work effectively with cross-functional teams to support overall company goals. My dedication to constantly expanding my e-commerce knowledge ensured that I stayed ahead of industry trends and consistently delivered exceptional results.

Employment History

E-commerce Coordinator at New Mexico Tea Company, NM

Jan 2023 - Present

- Successfully increased website conversion rates by 25% within the first year by optimizing product listings, enhancing site navigation, and implementing targeted marketing campaigns.
- Boosted overall online sales by 40% in two years through effective management of social media channels, email marketing, and strategic partnerships, resulting in \$1.5 million in additional revenue for New Mexico Tea Company.
- Streamlined inventory management processes and reduced order fulfillment time by 30%, resulting in a higher customer satisfaction rate and a 15% increase in repeat customers.

Assistant E-commerce Coordinator at Sports Accessories New Mexico, NM

Aug 2022 - Nov 2022

- Successfully increased online sales by 35% in the first quarter of 2021, contributing to a total revenue growth of \$450,000 for Sports Accessories New Mexico.
- Streamlined the product listing process, reducing the time needed to upload new products by 50%, resulting in a more efficient workflow and the ability to feature 200 additional items on the e-commerce platform within a six-month period.
- Implemented a targeted email marketing campaign that boosted customer engagement by 25%, leading to a 15% increase in repeat purchases and generating an additional \$75,000 in revenue in the second half of 2021.

Certificates

Certified E-commerce Professional (CEP)

Apr 2021

Digital Marketing Certification

Jun 2019

Memberships