



Shawn White

E-commerce Specialist

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LinkedIn | Portfolio

E-commerce specialist with six years of experience managing product listings, online sales campaigns, and marketplace operations. Skilled in optimizing listings, analyzing performance, and increasing revenue across Amazon, Shopify, and WooCommerce platforms.

PROFESSIONAL EXPERIENCE

E-commerce Specialist

Urban Luxe Brands | Los Angeles, CA | April 2020 - Present

- Grew monthly online sales by 61% within 12 months through optimized product descriptions, SEO tags, and bundle strategies
- Managed inventory sync across five channels, decreasing stockouts by 40% and improving order accuracy
- Launched targeted promotions and flash sales that resulted in \$210K in additional Q4 revenue

E-commerce Coordinator

StyleEdge Retail | Pasadena, CA | August 2017 - March 2020

- Maintained over 1,500 product listings, updating pricing, descriptions, and media across multiple platforms
- Conducted weekly analytics reviews and made adjustments that reduced cart abandonment by 22%
- Coordinated with warehouse staff to streamline order processing and reduce shipping delays

CERTIFICATIONS

Google Analytics Certification

Google | 2021

Shopify Partner Certification

Shopify | 2022

EDUCATION

Bachelor of Science (B.S.) Marketing

California State University, Los Angeles, CA | May 2017

KEY SKILLS

- A/B testing - Expert
- Conversion tracking - Proficient
- Inventory sync tools - Competent
- Marketplace management - Amateur
- Product optimization - Beginner