ANDREA CONVOCAR

TOOLS & SKILLS

TOOLS:

Shopify, Klaviyo, Canva, Visual Studio, One Click Upsell, SMSBump, Canva, ShineOn, Trello, Slack

SKILLS:

Shopify development, Shopify management, HTML, CSS, email marketing, Klaviyo management, copywriting, product research, product launching, upsell funnel creation using OCU

CAMILLE ANDREA CONVOCAR

CONVERSION-FOCUSED SHOPIFY DEVELOPMENT & STRATEGY

Hello,

Having dedicated 4+ years of my career to launching products online, I am now looking to contribute to a team where I can leverage my skills in Shopify development and ecommerce marketing to help deliver revenue growth.

I have led end-to-end launching and scaling of jewelry, health and wellness, and home improvement products on the Amazon and Shopify platforms. As a natural storyteller, I have also helped brands connect to their audience through effective and creative copywriting.
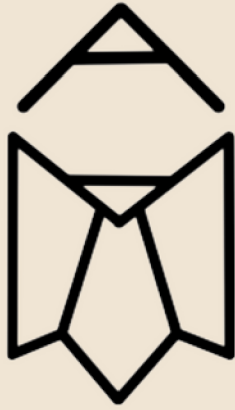
Here are some of my previous work functions that would be helpful in this position:

- Managed 5 Shopify stores, which led to an increase in revenue and SKUs carried online
- Set up email flows and campaigns on Klaviyo following best practices for deliverability and conversion
- Worked on increasing average order value using upsell funnels, bundle offers, and luxury packaging
- Conducted product research, competitor research and keyword research for products on Amazon
- Created product page templates and copy that helped boost sales
- Prior to focusing on e-commerce, wrote for various websites including Huffington Post, Scary Mommy and Coconuts.co.

If this letter has ignited your curiosity, I would love to carry on this conversation with you.

Cheers,

Andrea

ANDREA CONVOCAR

OTHER INTERESTS

Health and Wellness,
Weightlifting, Parenting,
Personal finance, Kdrama

CAMILLE ANDREA CONVOCAR

CONVERSION-FOCUSED SHOPIFY DEVELOPMENT & STRATEGY

Andrea brings a range of ecommerce expertise to each project - Shopify development and conversion rate optimization. On a daily basis, you'll find her shaping the strategy and voice of e-commerce brands one product at a time. She also loves nurturing team relationships and improving work systems for efficiency.

WORK EXPERIENCE

SHOPIFY STORE MANAGEMENT
JANUARY 2021 - APRIL 2022

- Led end-to-end launching and scaling of jewelry products
- Built, managed, and maintained Shopify stores observing the best practices for conversion rates, website load time, and SEO
- Created and improved upsell funnels that helped increase average order value

AMAZON PRODUCT RESEARCHER & COPYWRITER
JULY 2018 - OCTOBER 2020

- Conducted keyword research and produced SEO-friendly Amazon product listings designed to increase traffic and conversion rates
- Helped search and assess suppliers from China through Alibaba and facilitated logistics and purchase
- Monitored product performance and improved

FREELANCE WRITER
JANUARY 2013 - JUNE 2018

- Produced news and lifestyle stories for the website Coconuts.co
- Created social media captions for different brands
- Wrote blog posts and product reviews to increase website traffic

ENGLISH TEACHER
TOKYO, JAPAN| APRIL 2012 - OCTOBER 2013

- Homeroom teacher for six-year-old students
- Developed teaching materials, curriculum, and daily lesson plans
- Handled private lessons for various age groups and levels

EDUCATION

BACHELOR OF ARTS, MAJOR IN PHILOSOPHY
ATENEO DE MANILA UNIVERSITY