

# eCommerce Operations & Digital Marketing Manager

*Creative and results-oriented eCommerce leader with a passion for launching new products, driving customer acquisition, and building high-impact digital strategies that scale.*

Creative and results-driven eCommerce Operations and Digital Marketing Manager with a proven track record of launching new products, acquiring customers, and leading scalable merchandising and tech-forward initiatives. Adept at optimizing Shopify Plus storefronts, managing PIM systems, and leveraging AI for product data enrichment, SEO optimization, and customer engagement. Experienced in cross-functional team collaboration and project execution with strong attention to prioritization and deadlines. Technically proficient with platforms including Akeneo, AS400, Salesforce, and Google Attributes to drive operational accuracy, data consistency, and business growth. Passionate about using data to inform digital strategies that enhance customer experience and increase revenue.

## Core Competencies

- Digital Marketing Strategy
- Product Information Management (PIM)
- Cross-Functional Team Leadership
- Web & SEO Analytics Reporting
- Administrative Support
- Inventory & Vendor Coordination
- Customer Journey Mapping
- AI Integration for CX & Merchandising
- Creative Problem Solving

## Professional Experience

Rainbow Apparel Co., Brooklyn, NY

Digital Marketing & eCommerce Operations Manager

2022 to Present

Drive alignment on digital strategy with executive leadership while managing PIM systems, product data, and site updates across Shopify Plus. Lead merchandising timelines, content uploads, and inventory coordination to ensure accuracy and conversion. Oversee marketing initiatives spanning SEO, email, and creative, ensuring brand consistency and site performance.

- Partnered with an AI vendor to develop image recognition technology for extracting product attributes and automating product attribution across multiple categories.
- Improved product content creation efficiency through AI-based category mapping and attribute modeling within Akeneo PIM.
- Leading optimization of store locator pages as part of a platform migration project, ensuring accurate database implementation for 800+ retail locations across State, City, and Local landing pages. Partnering with SEO co-manager under VP direction to uphold data accuracy and improve local SEO.
- Developed AI prompt libraries to guide customer service review responses and standardize Google Reviews communications.
- Integrated AI-generated copy into product titles and descriptions to support SEO strategy and enhance on-site searchability in Shopify Plus.
- Collaborated with IT on AS400 system configurations tied to warehouse operations, resulting in improved data accuracy and receiving workflows.
- Oversaw all aspects of Product Information Management (PIM), site content updates, SKU tracking, and data entry to ensure a seamless online shopping experience.

- Optimized Shopify site navigation and homepage assets to drive brand presentation and conversion.
- Led cross-functional efforts between eCommerce, marketing, inventory, and creative departments to align campaign goals and ensure timely product drops.
- Managed 1–2 direct reports and supported team efficiency through task delegation, reporting, and strategic project planning.
- Conduct trend research to create and continuously revamp “Trending” categories, applying visual merchandising principles to optimize product curation, layout, and seasonal relevance in the digital space.

#### **Rainbow Apparel Co., Brooklyn, NY** **eCommerce Operations Specialist**

**2020 to 2022**

Supported leadership to execute sales and marketing strategies that drive the business, including website experience and functionality, inventory management, and a variety of projects to inspire loyal consumers. Managed and monitored online assortment with hundreds of new products, reformulations, discontinuations, and bundle opportunities.

- Compiled eCommerce reports to provide monthly updates to all stakeholders.
- Liaised with Marketing, Photo Studio, Merchandising, and eCommerce on all launches and reformulation changes.
- Delivered operational support for email, SMS text messages, and push notifications to ensure a consistent customer experience.
- Led activities to migrate an online store from Salesforce to Shopify which will improve SEO ranking.

#### **Gap Maiden Ln., New York, NY** **Assistant Operations Manager**

**2020**

Directed daily operations with annual sales of \$3.5M to achieve overall financial objectives through effective management and implementation of retail strategies designed for long-term growth. Proactively worked to assure optimum performance and continual improvement in sales, customers service, inventory management, employee and labor costs, store appearance, and P&L control while maintaining brand standards.

- Monitored team's productivity by tracking and assessing customer service and quality metrics to identify performance gaps to create accountability and provide solutions for improvement.
- Implemented and oversaw Health and Safety Policy; audit SOPs daily per COVID-19 guidelines.

#### **Gap 34th St. Flagship, New York, NY** **Lead Visual Merchandiser**

**2019 to 2020**

Supervised a team of 130 associates to set, organize, care for, and sell retail-ready products within the kids and baby departments generating \$10M annually. Directly managed a team of 35 associates accountable for merchandising and sales for the kids and baby department. Analyzed various performance objectives and KPIs to spark innovative merchandising strategies that achieve planned financial goals.

- Achieved 2019 Q3 and Q4 goals of exceeding 2% Gap Card acquisition targets.
- Steered projects to monitor stock movement, markdowns, promotions, and price changes.

#### **Cut + Clarity, New York, NY** **Marketing & eCommerce Intern**

**2019**

Planned and monitored SEO activities to promote brand visibility. Conducted keyword research for market trends. Partnered with the SEO/Editorial team to create data journalism stories and quarterly consumer reports to amplify through PR and social.

- Achieved optimal SEO positioning ranking in the top 3 under Google search terms, previously at the second page.
- Created original content for blog posts to promote new customer engagement and boost SEO.

#### Gap Men's 8th St., New York, NY Assistant Customer Experience Manager

**2018 to 2019**

Set the tone for the store and a team of 20+ to bring the brand to life creating positive customer experiences. Drove profitable sales growth through all aspects of the store, including customer and product operations, merchandising, and talent development.

- Achieved 2018 Q3 goal of exceeding 2% Gap Card acquisition targets.

#### Gap Women's Astor Place., New York, NY Visual Merchandiser

**2015 to 2018**

Applied knowledge of fashion, marketing, and design to create appealing displays that positively influenced consumer behavior. Secured proper stock of merchandise, reviewed inventory reports, and tracked sales to ensure effectiveness.

- Created new content and executed social media marketing campaigns for the store.

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### Additional Experience

**Social Stylist**, 2016 to 2017 | Gap Women's Astor Place

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### Education & Credentials

**Bachelor of Science, Business & Technology of Fashion**, 2019 | New York City College of Technology

[OpenLab - Academic Portfolio](#)

**Associate in Science, Electromechanical Engineering**, 2015 | New York City College of Technology

**AIMS 360-ERP Certification**

**SheCodes Introduction to Coding (HTML, CSS, JavaScript, VS Code)**

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### Technical Proficiencies

Shopify Plus • Akeneo PIM • AS400 • Google Attributes • Salesforce • DAC • SOCi • WordPress • WooCommerce • MS Office Suite • Canva • Google Analytics • SEO Tools • Email Marketing Platforms (e.g., Listrak, Mailchimp) • Content Management Systems (CMS) • Personal blog: [RuthOliviaJ.com](http://RuthOliviaJ.com)