



Sorin Rotaru

E-commerce & Amazon Marketplace Expert

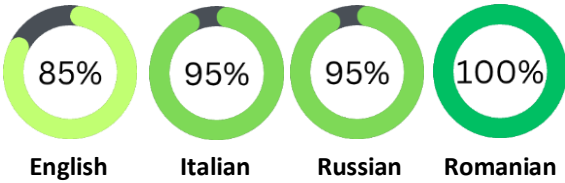
Basildon, SS15 6ND

info@rotarusorin.com

+447537988738

www.sorin.terraconnect.co.uk

LANGUAGES



HARD SKILLS

Amazon Listing Creation	★★★★★★
Customer Service	★★★★★★
Amazon FBA	★★★★★★
Amazon Transparency	★★★★★★
A+ Content	★★★★★★
Grammarly	★★★★★★
Canva	★★★★★★
Keyword Tool	★★★★★★
Amazon Seller Central	★★★★★
AMZScout	★★★★★
Brand Registry	★★★★★
Amazon PPC	★★★★★
Social Media Ads	★★★★★
eBay Marketplace	★★★★★
Shopify	★★★★★
HTML	★★★★
CSS	★★★★

SOFT SKILLS

JavaScript	★★★
Helium 10	★★★
B2B Central	★★★
Digital Marketing	★★★



EXECUTIVE SUMMARY

With over three years of experience in the Amazon market, I can consider myself an e-commerce expert. I have managed a top-selling product for over a year, demonstrating a solid understanding of market trends, customer needs, and effective sales techniques. In 2021, I completed the highly regarded Amazon Setup Course, which enhanced my skills in creating better product listings and maximizing Amazon's selling platform. I am excited to join a proactive and innovative e-commerce team and utilize my knowledge and abilities to their fullest potential.



WORK EXPERIENCE

Amazon Listing Specialist

- Create and optimize product listings on the Amazon platform, ensuring accurate and compelling content.
- Conduct extensive keyword research to improve search visibility and optimize product listings for maximum conversion rates.
- Write engaging product descriptions, highlighting key features and benefits to drive sales.
- Manage inventory and pricing strategies to maximize profitability and competitiveness.

Amazon PPC Advertising

- As someone who has managed Amazon PPC advertising campaigns, I am well-versed in using advertising strategies to increase targeted traffic, product visibility, and sales.
- I conduct in-depth research on positive and negative keywords to pinpoint the most relevant and high-converting options that align with the campaign's objectives.

Customer Service

- Handle customer inquiries and provide exceptional support via phone, email, and chat.
- Resolve customer complaints, ensuring prompt and satisfactory resolution.

Amazon FBA

- Inventory management, order processing, compliance with Amazon's guidelines, and utilizing performance metrics to optimize operations.
- I am well-equipped to handle the complexities of FBA and contribute to the success of an Amazon business.

Amazon Transparency

- Implement and managed Amazon Transparency program for brand protection and anti-counterfeiting efforts.
- Register products in the Transparency program and ensure compliance with transparency labelling requirements.

CONTINUE TO NEXT PAGE...

WEBSITE



WORK EXPERIENCE



I invite you to review my professional portfolio and achievements on my website. You can access it by visiting www.sorin.terraconnect.co.uk or scanning the QR code provided above with your phone's camera. Detailed information about my past projects, Amazon account listings, and PPC campaign screenshots will be provided.

Social Media Advertising

- Develop and execute social media advertising strategies across various platforms, such as Facebook, Instagram, TikTok.

eBay Marketplace

- Manage and optimize product listings on the eBay platform to maximize visibility and sales.
- Create compelling product descriptions, utilizing keywords to attract potential buyers.
- Monitor inventory levels and coordinate with warehouse and fulfillment teams to ensure timely order fulfillment.
- Implement pricing strategies, promotions, and discounts to drive sales and increase conversion rates.
- Provide excellent customer service by promptly responding to inquiries, resolving issues, and processing returns and refunds.

Shopify Store Management

- Set up and configure the Shopify store, including theme customization, product categorization, and payment gateway integration.
- Create and update product listings, including compelling product descriptions, high-quality images, and accurate pricing information.
- Implement effective SEO strategies to improve the store's search engine visibility and organic traffic.
- Optimize the user experience by customizing the store layout, navigation menus, and product filtering options.
- Collaborate with the marketing team to develop and execute promotional campaigns and email marketing strategies.

COURSES



ACADEMIC BACKGROUND

BeOnMaks Online Course

Amazonienii SetUp Online Course

BeOnMaks Online Course

BeOnMaks Online Course

Third Eye Communication

Arden University

- HTML/CSS Course | 2020
- Amazon SetUp Course | 2021
- Basic HTML/CSS/JavaScript | 2022
- BOOTSTRAP | 2022
- TQUK Level 3 Diploma in Business Administration (RQF) | 2022
- Computing (Foundation Year) | 2023

Actually, I am enrolled in the Computing Science program at Arden University in London.

Tel: +447537988738

Email: info@rotarusorin.com

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