

FARRAH LETTEN

E-COMMERCE & SHOPIFY SPECIALIST

Trenton, MI | 973-820-7880 | farrahletten@icloud.com

Amazon Marketplace • Digital Commerce Operations

SKILLS

- Shopify store management
- Amazon Seller Central / FBA
- Marketplace operations
- Product catalogs & SKUs
- Inventory & fulfillment
- Product launches
- Pricing & promotions
- Digital merchandising

CAREER HIGHLIGHTS

- \$60,000 first-year Amazon sales
- 10,000+ products migrated
- 30+ brands / two storefronts
- Sole e-commerce specialist at Wonder Soil and Starbrands

MARKETING

- Amazon PPC & A+ Content
- SEO & keyword research
- Google Ads / Meta Ads
- Email marketing
- Google Analytics
- Sales & KPI reporting

OPERATIONS

- Product-data migration
- Metadata & tagging
- Vendor coordination
- Contractor coordination
- Project management
- Direct owner reporting

PROFILE

E-commerce professional experienced in owning digital storefronts, marketplaces, product catalogs, and daily operations for physical consumer-product businesses. Combines Shopify and Amazon expertise with inventory, fulfillment, product launches, SEO, paid advertising, and analytics.

Built Wonder Soil’s Amazon channel from zero to approximately \$60,000 in first-year sales. Led a 10,000+ product Magento-to-Shopify migration at Starbrands across two storefronts and 30+ brands. Served as the sole e-commerce specialist at both companies, reporting directly to the owner.

EXPERIENCE

PixelxPower

Artist & Owner

Trenton, MI | January 2023 - Present

- Managed a creative-product business, including product development, online promotion, customer communication, and administrative activities.
- Created art, product photography, graphics, and digital print marketing materials; promoted products online and estimated project schedules and material costs.

Wonder Soil

E-Commerce & Social Media Manager

Las Vegas, NV | October 2019 - May 2021

- Built and independently managed the Amazon storefront, generating approximately \$60,000 in first-year sales from a new channel.
- Set up Seller Central and FBA; managed listings, inventory, orders, and fulfillment, coordinating with office and factory staff and suppliers.
- Managed a catalog of approximately 50 products, including 15 on Amazon; maintained Shopify SKUs, product pages, landing pages, pricing, and promotions.
- Launched products by coordinating content, listings, marketing, and operational readiness. Created Amazon A+ Content, photography, and product descriptions.
- Managed Amazon PPC, keyword research, and SEO alongside email marketing, Google Ads, and Meta/Facebook advertising.
- Tracked sales, traffic, conversion, and ad performance using Google Analytics, Excel, and Google Sheets; developed expansion plans for Walmart.com, The Home Depot, Lowe’s, eBay, and Facebook Marketplace.

FARRAH LETTEN

E-COMMERCE & SHOPIFY SPECIALIST

Trenton, MI | 973-820-7880 | farrahletten@icloud.com

Amazon Marketplace • Digital Commerce Operations

SOFTWARE

Shopify / Magento

Amazon Seller Central

WordPress / Wix

Excel / Google Sheets

Microsoft Office

Google Workspace

Helium 10 / Jungle Scout

Hootsuite

Adobe Photoshop / OBS

Slack / Trello / Discord

EDUCATION

High School Diploma

EXPERIENCE

Blunt Farms & NVFIRE

Web Designer

Las Vegas, NV | October 2020 - February 2021

- Designed and developed responsive websites and e-commerce stores using WordPress and Wix, adapting layouts to client needs.
- Created Adobe Photoshop mockups and maintained landing pages, product pages, labels, and digital content as design requirements evolved.

Starbrands Networks LLC

E-Commerce & Social Media Manager

Las Vegas, NV | August 2016 - April 2019

- Served as the sole e-commerce specialist, reporting directly to the owner and managing two storefronts representing 30+ brands.
- Led the migration of 10,000+ products from Magento to Shopify, taking responsibility for product data, SKUs, images, descriptions, and catalog organization.
- Corrected product tags, metadata, and SEO information during migration to improve catalog accuracy, organization, and search visibility.
- Coordinated an external Shopify specialist for custom coding and technical development required to support the migration.
- Managed Shopify storefront after migration, maintaining product catalogs, inventory data, storefront content, and digital merchandising across brands.
- Managed the e-commerce and digital launch for an exclusive JICO product partnership, coordinating product content and launch activities.
- Worked with vendors, clients, contractors, and external partners to coordinate product information, e-commerce projects, and storefront needs.
- Managed email marketing and paid advertising; designed landing pages, email templates, and promotional content across supported brands.
- Conducted keyword research and SEO updates that improved organic visibility and traffic; monitored storefront and marketing performance through analytics.
- Created and scheduled social content while coordinating multiple e-commerce and marketing projects across brands.