

# JULDAH S. TORRALBA

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## ABOUT ME

Results-driven E-Commerce Operations Manager with 8+ years of hands-on experience managing multi-platform online stores (Shopee, Lazada, TikTok) and transferable expertise for Amazon Seller Central workflows. Skilled in catalog optimization, inventory forecasting, order fulfillment, dispute resolution, and promotional campaign execution. Adept at analyzing performance data to drive growth strategies and maintain account health. Tech-savvy, detail-oriented, and resourceful, with strong organizational and communication skills. Passionate about continuous learning and ready to expand into Amazon operations, bringing proven marketplace management success and a quick adaptability to new systems.

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## EDUCATION

### Bachelor of Science in Information Technology (BSIT)

City of Malabon University | 2006 – 2010

- Studied foundational computer science concepts including programming, databases, and web development.
  - Gained practical experience in HTML, CSS, and early JavaScript frameworks, as well as basic software development principles.
  - Coursework emphasized problem-solving, logical thinking, and building simple applications aligned with the technology standards of the time.
  - Developed a strong base in IT fundamentals that later supported continuous learning in modern tools and frameworks.
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## Professional Development

Udemy | 2004-2006

- 100 Days of Code: Python Bootcamp – Udemy (Completed) Learned Python automation and web development basics, applied to small business workflows.
- Digital Marketing Agency | Social Media Business – Udemy (In Progress, 20%) Covers WordPress, SEO, and social media ads for client growth.
- Data Science Bootcamp – Udemy (In Progress, 47%) Introduces analytics, visualization, and Python libraries for reporting.
- The Complete Forex Foundation – Udemy (Completed) Gained understanding of trading fundamentals and financial workflows.
- Aromatherapy Skincare Certification – Udemy (Completed) Certified in natural skincare formulation, applied in e-commerce product development.

# WORK EXPERIENCE

IPE | 2010 – 2011

## **Executive Assistant / Administrative Support**

- Managed calendars, scheduled meetings, and coordinated with suppliers.
- Prepared reports, handled documentation, and supported compliance tasks.
- Assisted in inventory monitoring and clerical duties.

Pilipinas Teleserv Inc. | 2011 – 2013

## **Customer Service Representative**

- Provided phone support for government-related services.
- Handled high-volume inquiries with patience and efficiency.
- Developed strong communication and multitasking skills.

PC Express | 2013 – 2015

## **Administrative Assistant**

- Prepared daily, weekly, monthly, quarterly, and annual reports for management.
- Monitored store supplies and coordinated replenishment to ensure smooth operations.
- Handled inquiries via phone with professionalism and efficiency.
- Supported branch staff with DTR (Daily Time Records) and compliance documentation.
- Assisted in clerical tasks, scheduling, and inventory monitoring.

Shopee / Tiktok / Lazada Online Store | 2018 – 2026

## **E-Commerce Business Manager**

- Owned end-to-end marketplace operations across multiple platforms, including catalog management, inventory forecasting, pricing, and promotions – transferable to Amazon Seller Central workflows.
- Optimized product listings with SEO-driven titles, bullet points, and visuals, improving search visibility and conversion rates.
- Managed order fulfillment, returns, and dispute resolution, maintaining account health and compliance standards similar to Amazon case management.
- Coordinated with suppliers and logistics partners to ensure in-stock availability, timely replenishment, and shipment accuracy, preventing OOS and suppression issues.
- Executed seasonal campaigns and promotions (coupons, bundles, flash sales), aligning with Amazon retail calendar events such as Prime Day and Lightning Deals.
- Generated weekly and monthly performance reports (sales, traffic, conversion, inventory movement), providing actionable insights for growth strategies.
- Conducted audits to identify and fix listing errors, stranded inventory, and compliance flags, ensuring catalog health across platforms.
- Collaborated with cross-functional teams (customer service, finance, supply chain) to resolve operational blockers impacting sales performance.

## **SKILLS**

- E-Commerce Store Management
- Product Listing & Inventory Management
- Order Processing, Returns & Dispute Resolution
- Sales Performance Monitoring & Optimization
- Supplier & Logistics Coordination
- Marketplace Operations (Shopee, Lazada, TikTok)
- Website & Product Page Optimization
- Customer Support & Communication
- WordPress & Basic Web Management
- SEO, Digital Marketing & Online Ads
- Reporting & Documentation

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## **CHARACTER REFERENCES**

Available upon request