

Ashley Todd

Cave Creek, Arizona
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Professional Summary

Results-oriented e-commerce and web operations professional with over 9 years of experience in website design, digital sales strategy, and customer engagement. Skilled in managing Shopify storefronts, driving online growth, and leading cross-channel inventory systems. Known for a proactive, upbeat attitude and a commitment to delivering excellent service. Seeking to contribute to a fast-paced, growth-driven team focused on innovation and results.

Skills

- Shopify & Amazon Marketplace Website Management
 - E-commerce & Multi-Channel Sales Strategy
 - Inventory Systems (Lightspeed POS, Codisto)
 - CRM & Customer Retention Programs
 - Digital Marketing & SEO Optimization
 - Email Campaigns & Automated Chat Systems
 - Product Listings, Copywriting & Image Curation
 - Vendor Communication & App Integration
 - Cost Reduction & Operational Efficiency
 - Strong Communication & Team Leadership
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Professional Experience

Mephisto — *E-Commerce & Retail Operations Manager*

May 2021 – Present

- Designed and managed company website through Shopify, increasing online sales.
- Managed multi-channel inventory and product listings, ensuring accuracy and optimal stock levels..
- Created product blurbs to reduce returns and improve customer satisfaction.
- Implemented automated email and chat systems to enhance customer engagement.
- Led new employee training, providing coaching in sales and store operations.
- Used sales data to inform purchasing decisions, optimizing inventory turnover.
- Developed loyalty programs to retain customers and boost store-exclusive sales.
- Illustrated professional business cards and promotional inserts to enhance branding.

Mephisto — *Store Manager*

August 2017 – April 2021

- Delivered personalized service using consultative selling techniques, increasing repeat customer visits.
 - Applied consultative sales techniques to understand customer needs and recommend suitable products.
 - Maintained store merchandising and performed seasonal inventory resets and restocks.
 - Assisted with seasonal inventory resets, restocking, and recovery to support overall store presentation.
 - Ensured accurate cash handling as a cashier, maintaining 100% drawer accuracy.
 - Supported in-store promotions, contributing to increased foot traffic and upsells.
 - Volunteered for store layout planning and inventory audits, enhancing visual presentation and accuracy.
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Education

B.A. in Communications

Arizona State University — Tempe, AZ — 2021

- Relevant coursework: Digital Marketing, Consumer Psychology
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References

Available upon request.
