



Ecommerce Operations & Marketing Automation for UK-Based Brand

≡ Text	My role. Shopify Marketing & Inventory Manager (Remote VA) Project description. At Candylo Shop, I've worked as a long-term virtual assistant and marketing manager, supporting the brand's backend operations and digital marketing activities. Starting from a Email contract, I became an essential part of their daily operations and sales growth team. Key Responsibilities & Achievements ◆ Managed the Shopify storefront, adding new products, updating descriptions, and optimizing product pages for conversions ◆ Oversaw inventory tracking and coordination with suppliers and logistics ◆ Launched and managed email to drive sales and recover abandoned carts ◆ Scheduled content and offers across Facebook and Instagram
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	✦ Created reports on sales trends and customer behavior to guide campaigns ✦ Assisted with product research and competitor tracking ✦ Delivered ongoing virtual support for order handling, admin tasks, and seasonal campaign planning
 Created by	 Shahin Alam
 Detailed Report	 <u>Candylo Shop Case Study.pdf</u>