Perpetua Lindqvist-Amari

Ecommerce Manager

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SUMMARY

Ecommerce manager with 7 years in direct-to-consumer apparel and home goods, owning Shopify Plus and Amazon channels with $18M in yearly online revenue. Raised site conversion from 1.9% to 2.6% through checkout and product page testing, and launched a marketplace channel that now brings 22% of online sales. Comfortable leading agencies, developers and a small in-house team.

EXPERIENCE

Ecommerce Manager — Saltgrass Apparel Co.

Tampa, FL · Feb 2022 – Present

- Own a Shopify Plus store and Amazon channel with $18M in yearly revenue, managing 2 coordinators, a development agency and the paid media budget.
- Raised site conversion from 1.9% to 2.6% over 18 months by running 24 A/B tests on product pages, cart and a one-page checkout.
- Launched the Amazon storefront and fulfillment setup, growing it to 22% of online revenue within 2 years at a positive contribution margin.
- Lifted average order value from $68 to $81 with bundles and a free-shipping threshold set from basket data.

Ecommerce Specialist — Harbor Lane Home

St. Petersburg, FL · Jun 2018 – Jan 2022

- Managed 3,400 product listings on Magento, cutting listings with missing images or specs from 18% to 2%.
- Planned 30 promotions a year with merchandising and finance, tracking margin impact for each one.
- Set up abandoned cart and browse emails in Klaviyo that recovered about $410,000 in their first year.

SKILLS

Ecommerce: Shopify Plus, Magento, Amazon Seller Central, merchandising, promotions, site search

Growth: A/B testing, conversion rate optimization, email and SMS flows, paid search and social oversight

Analytics: GA4, Looker Studio, Excel, cohort and basket analysis, contribution margin

Operations: Agency management, inventory planning with buyers, returns analysis, UX briefs

CERTIFICATIONS

Google Analytics Certification, 2024

EDUCATION

B.S. Marketing, University of South Florida, 2018

Fictional example by FindAJobAI: the person, employers and numbers are invented.