

JAMES WILHER ATENTA

Shopify Operations Manager | Social Media Manager

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PROFESSIONAL SUMMARY

Freelance Shopify operations manager and social media manager working project to project for ecommerce and local business clients across fashion, wellness, and home goods. Built and maintained order, supplier, and COGS tracking systems for stores moving \$1,321,820.57 in gross sales across 18,251 orders, structured two Shopify storefronts from scratch, and produced launch-ready social content for four brand clients.

CORE SKILLS

- **Shopify Operations:** Storefront setup, product collections, navigation and filters, one-product landing pages, order tracking, cart flow optimization
- **Reporting & Fulfillment:** Fulfillment status tracking, supplier coordination, COGS reporting, weekly client reporting, post-purchase follow-up
- **Social Media Management:** Facebook, Instagram, and TikTok content planning, promo calendars, captions, launch visuals, testimonial placement
- **Creative Production:** Static ad sets, product mockups, size guides, UGC-style content, brand-matched layouts, short-form edit support

PROFESSIONAL EXPERIENCE

Freelance Shopify Operations Manager & Social Media Manager

Remote, Project-based

- Tracked \$1,321,820.57 in gross sales and 18,251 orders across client stores, hitting a 98.6% fulfillment rate (17,991 orders shipped).
- Built a single order-visibility tracker combining fulfillment status, supplier remarks, customer support notes, and COGS review into one dashboard.
- Ran a fulfillment and COGS tracker for a second client account: 178 fulfilled, 10 unfulfilled, 5 pending, 2 cancelled, and \$8,673.40 total COGS (\$48.73 per order).
- Structured two Shopify storefronts from the ground up, Le Beau Domicile (home decor, 100-product collection page) and Hexalty (swimwear), each with custom navigation, filters, and trust sections.
- Designed the Yerba Magic one-product landing page, pairing an ingredient panel and comparison table with social proof video to guide visitors from scroll to checkout.
- Produced social content for four brand clients (Hezi, The Empire Salon, Pura Vida Moringa, Ecoy Merlot), covering product mockups, service promos, and launch graphics matched to each brand's audience.
- Sent weekly client updates covering upload progress, content review notes, blockers, and supplier follow-ups, so clients always knew where projects stood.

PORTFOLIO HIGHLIGHTS

- **Le Beau Domicile (lebeaudomicile.com):** Furniture and home decor store with room-based browsing and a 100-product collection page.
- **Hexalty (hexalty.com):** Fashion and swimwear store with a bestseller section, customer reviews, and a full filter and sort system.
- **Yerba Magic:** Strawberry Matcha one-product landing page with bundle offers and TikTok-sourced social proof.
- **Hezi:** Streetwear visuals including shirt mockups, size guide graphics, and a boxing-themed product layout.
- **The Empire Salon:** Local salon and spa promo posts across eight seasonal campaigns, from anniversary discounts to a massage launch.
- **Pura Vida Moringa:** Supplement ad set built around volcanic origin, hand-peeled purity, and lifestyle use cases.
- **Ecoy Merlot:** Bedding restock ads for cooling bamboo sheets, targeting hot sleepers and pet owners with fabric close-ups and benefit icons.

TOOLS & TECHNICAL SKILLS

- **E-commerce / Operations:** Shopify, Shopify Theme Editor, GemPages, PageFly, TikTok Shop, HTML/CSS, Google Sheets, Excel, Drive, Gmail, Parcel Panel, order and COGS trackers
- **Creative / Project & Payments:** Canva, CapCut, Higgsfield, ChatGPT, Claude, Gemini, product mockups, static ad design, Asana, Notion, Slack, Discord, Calendly, PayPal, Wise

ADDITIONAL EXPERIENCE: RETAIL & OPERATIONS

- Monitored Shopify orders, supplier follow-up, and shipping issues, processed refunds and returns, and ran POS checks, inventory counts, and end-of-day cash reporting in a retail setting.

PORTFOLIO LINKS

Portfolio: jameswilher.netlify.app
hexalty.com/collections/swimsuit

| Store builds: lebeaudomicile.com,