

RAPHAEL EZEMA

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CONTACTS

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SKILLS

- ✓ SEO, SMM, SEM
- ✓ Shopify, WooCommerce, Magento
- ✓ Merchandising
- ✓ HTML/CSS
- ✓ User Experience
- ✓ Leadership
- ✓ Adobe Photoshop/Illustrator
- ✓ Web Analytics
- ✓ Trend Analysis
- ✓ Detail Oriented
- ✓ Conversion rate optimization
- ✓ Product Management
- ✓ Sales Channels
- ✓ Merchandising & Marketing
- ✓ Content Management
- ✓ Payment Gateways
- ✓ CRM
- ✓ MS Excel, Word, PowerPoint
- ✓ Communication

VOLUNTEER

Exterior Program Manager
Tanglewood Hillsdale
Community Center.

Web Designer
Arts-connect Ottawa.

After-school tutor at
Association of new
Canadians St. Johns NL.

WEB PROJECTS

- ✓ [ihlcanada.com](#)
- ✓ [uslumber.com](#)
- ✓ [globalriskinstitute.org](#)
- ✓ [Shorper.com](#)
- ✓ [042vibes.com](#)
- ✓ [frobeats.com](#) - In progress

CERTIFICATIONS

- ✓ Workplace Health & Safety
- ✓ Customer Service & AODA
- ✓ CannSell Standard Certification
- ✓ First Aid & CPR/AED
- ✓ Google Data Analytics - In view

HOBBIES

- ✓ Research
- ✓ Nature
- ✓ Photography
- ✓ Travelling
- ✓ Meditation

REFERENCES

Available Upon Request

BACKGROUND

Experienced e-commerce expert with a strong track record in B2B and B2C, specializing in revenue generation, conversion rate optimization, SEO, and merchandise curation. Dedicated to staying at the forefront of e-commerce trends and enhancing product visibility. Proven ability to work independently and as part of a team. Proficient in mobile commerce, multi-channel strategies, data-driven decisions, and user-centric design. Ensures secure and compliant operations while staying at the forefront of e-commerce trends. Committed to shaping the future of e-commerce.

EXPERIENCES

E-commerce Manager (Part-time)

Shorper, March 2020 - Present

- Develop and execute e-commerce strategies to drive sales, customer acquisition
- Oversee website design and user experience, ensuring it aligns with brand aesthetics and enhances conversion rates.
- Analyze website performance metrics and user behavior to identify areas for improvement and implement optimization strategies.
- Manage online merchandising activities, including product assortment, pricing, and promotional campaigns to maximize revenue and profitability.
- Stay updated on industry trends and best practices to continuously innovate and enhance the e-commerce platform.
- Oversee day-to-day e-commerce operations, including inventory management, order fulfillment, and customer service to ensure a smooth shopping experience.
- Develop and manage relationships with third-party vendors and service providers to support e-commerce initiatives and drive efficiencies.

e-commerce Consultant, Technology Modern workplace

BDO Canada, March 2022 - Nov. 2022

- Conducted business process redesign, GAP analysis, and roadmap planning specifically tailored to product management functions.
- Actively contributed to the implementation of e-commerce platforms relevant to product management goals.
- Recognized and addressed areas for improvement, introducing novel tools and techniques to enhance the productivity of the product management team.
- Established and nurtured strong client relationships through trust-building, rapport, and effective collaboration with key sponsors, stakeholders, and team members.

e-commerce Merchandiser

IHL Canada, July 2021 - March 2022

- Structured product categories and attributes for user-friendly navigation, ensuring an intuitive experience.
- Orchestrated the design and management of the e-commerce store's look and feel.
- Constructed specialized tool merchandise displays for product pages.
- Leveraged data analytics and customer behavior insights to guide merchandising decisions and product placements.
- Enhanced product pages for SEO and elevated overall user experience.
- Implemented efficient search and filtering functionalities, empowering users to refine product selections based on preferences.
- Crafted and sustained compelling product descriptions, images, and videos to inform and engage users.
- Executed an SEO strategy to enhance store search visibility.

e-commerce Developer (Contract)

Riverwood Acoustics, Jan. - April 2021

- Established and configured clients' Shopify stores with a focus on product management requirements.
- Personalized store settings, including domain, payment gateways, shipping, and tax configurations.
- Executed responsive, user-friendly designs to ensure a seamless shopping experience.
- Tailored theme layouts, fonts, colors, and styles to align with brand identity standards.
- Integrated and configured third-party apps/extensions to augment store functionality.
- Customized the shopping cart and checkout process to enhance conversion optimization.
- Implemented features such as one-click checkouts, discount codes, and abandoned cart recovery.
- Optimized stores for search engines through metadata addition, image optimization, backlinks, and site speed improvements.
- Conducted thorough website testing to identify and resolve issues, bugs, and discrepancies, ensuring cross-browser compatibility.

EDUCATION

Algonquin College of Applied Arts **May 2019 - June 2021**
Interactive Media & Design | Graduate Diploma

Memorial University **Sept. 2018 - April 2019**
Entrepreneurship Training Program | Certificate

Enugu State University of Science & Technology (ESUT) **Sept. 2010 - July 2015**
Electrical and Electronics Engineering | Bachelors Degree