Keobs Avila

t/ 970-749-1994   e/ keobs1@gmail.com   www.keobs.net

Sr. Ecommerce Website Manager - TheFeed.com. Broomfield, Co.

eCommerce professional with expertise in product management and day-to-day ecommerce operations. Skilled in product onboarding, inventory control, order fulfillment, and product launches, including building and optimizing product pages. Successfully managed pricing and promotions for over 2,000 products across 300 brands to support Black Friday, Cyber Monday, and seasonal marketing initiatives. Proficient in implementing SEO strategies to enhance organic traffic and improve product visibility.

A collaborative team player with a proven ability to work with cross-functional teams—including designers, developers, marketing, and third-party agencies—to execute product-driven website strategies. Dedicated to creating accessible, user-friendly experiences that align with customer needs and drive business growth.

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past employment

PHARMACA.COM
2015 - 2023

Sr. Ecommerce Website Manager

Responsible for all technical aspects of Pharmaca.com (public and internal sites). Led a successful Magento1 to Magento2 website migration, which included 3 different payment services, 30K+ SKUs and 200+ different brands. End-to-end testing, from storefront to fulfillment/shipping and payment capturing. Research, test and select 3rd party services to meet business needs. Product on-boarding, product page design, product reviews App and product SEO optimization.

System Integrations - Payment Gateways, OMS Systems, Tax Services, Loyalty and Reviews Programs, Product Search Engine, Image CDN, Website Security and Bot Management, in collaboration with development agency.

Ecommerce Platform Admin - Onboarded and trained new team members, and managed user roles and website configurations.Collaborated with customer service agents to troubleshoot and resolve website issues reported by customers.

CMS and content development - Designed new page layouts and seasonal/holiday landing pages. Optimized existing content for desktop and mobile devices, ensuring best practices for **HTML, SEO, PageSpeed, and Accessibility.**

Partnered with IT to connect, troubleshoot, and resolve ecomm issues, fulfillment software, OMS, inventory feeds, and internal/external services to maintain ecomm operations.

Partnered with SEO Agency to conduct website audit, record warnings, errors and fix/optimze pages, 404's redirects, monitored website performance using Google Search Console and SEO reports.

Collaborated with VP of Ecomm and marketing teams to execute annual promotional calendar while utilizing historical results to drive continuous improvement.

Collaborated with the eCommerce team to improve checkout flow, site speed, and overall user experience. Optimized product quality by managing attributes, imagery, pricing, and PDPs for maximum conversion on both desktop and mobile platforms.

past employment

WETSEAL INC.
2012 - 2015

Sr. Front-end Web Designer

Front-end Web Designer and go to person for all ecomm web projects. Support and maintain internal company websites. Update and support homepage and category assets for wetseal.com and ardenb.com. Optimize PDP to meet product needs. Key player in website migration and replatform from a homegrown shopping cart to Demandware/ComerceCloud platform.

Work with IT on website enhancements, performance and address any fulfillment issues and updates.

Work with eComm VP to implement new marketing campaigns, product launch, store events, search optimization, email marketing, redesigned customer account dashboard and checkout flow to improve mobile experience.

Work with the Creative Director to launch new web and social media assets, formating lookbooks and marketing materials to publish on the web, create and design new category landing pages, from mockup to production.

Site Operations - Participated in day-to-day site maintenance and site enhancements to present new products and season global updates to align with store marketing and signage.

Email Marketing - Design, create and test email marketing campaigns to support last-minute flash sales and upcoming events.

OTHER EMPLOYERS/CLIENTS: ED HARDY | GUESS | SUPPERPAGES.COM | SIGNWAREHOUSE.COM

skills

WEB TOOLS Magento | Shopify | Cloudflare | WordPress | Google Services | New Relic | Noibu Error Monitoring | Heap Analytics | Slack/ClickUp | Visual Studio Code | HotJar

CODE HTML | CSS | jQuery | Bootstrap | Materialize CSS | Flex

WEB DESIGN Web and Graphic Design | SEO Best Practices | Accessibility | Google's Core Web Vitals | PageSpeed and Performance | Mobile Design and Optimization | UX/UI | Adobe Creative Suite.

training

ONLINE COURSES
- Adobe Commerce Cloud: Magento 2 Commerce - Business User
- Intro to AWS Computing
- HTML - The Complete Guide
- 2023 Web Development Bootcamp
- Shopify Expert (From Zero To Hero !) and theme development
- Fundamentals of Web Design
- Mobile Optimization and Best Practices
- CSS and Bootstrap
- jQuery and JavaScript for Beginners

references

Laura Coblentz VP of Marketing & Ecommerce (*contact info available upon request*)

Dave Janowicz Chief Retail Officer (*contact info available upon request*)

James Sebring VP of Store Design, Creative Executive (*contact info available upon request*)