

May Ann Elupre Aldemita

E-commerce Operations Specialist (Shopify)

Antique, Philippines · Remote, overlapping US business hours hello@digitalopsbymayann.com
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SUMMARY

E-commerce operations specialist for Shopify stores: product listings and catalog data, Google Merchant Center, Klaviyo email QA, SEO content and reporting. I've worked remotely for US and UK businesses since 2011. I fact-check product and promotional claims before anything goes live, and I write SOPs so the work runs the same way every time.

CORE SKILLS

E-commerce operations	Shopify listings, pricing updates, collections and promotions · product data (GTINs, part numbers) · bulk imports and exports · Google Merchant Center fixes
Email	Klaviyo flow QA: triggers, audience filters, subject lines and links · email copy
SEO & content	Keyword research · product and blog content · meta titles and descriptions · internal linking · WordPress
Reporting	GA4 · Google Search Console · Looker Studio · Excel · Google Sheets
Process & AI	SOPs and process documentation · repeatable workflows in Claude and Claude Code

EXPERIENCE

E-commerce Operations Specialist (Freelance)

2024 – Present

Self-employed · Remote for US businesses · Client names available on request

- Manage product content and merchandising for Shopify stores, including a 1,200+ product catalog: listings, pricing updates, collections and seasonal promotions.
- Maintain product data for Google Shopping: barcodes (GTINs), part numbers and Merchant Center fixes. Raised live barcode coverage from 40.2% to 57.4% of variants in four weeks.
- Audited 1,223 product listings for content and formatting defects, and wrote the step-by-step fix guide the team works from.
- QA lifecycle email flows in Klaviyo before launch (triggers, audience tags, subject lines, CTA links). Rewrote 34 emails across a 13-flow program to fix broken links, buttons with no link and subject lines that rendered blank.
- Write SEO meta titles, descriptions and blog content, and fact-check product and promotional claims against manufacturer sources before they go live.
- Build reporting workbooks in Excel and Google Sheets, including competitor price tracking and freight invoice audits, and write SOPs for recurring work.
- Build repeatable workflows in Claude and Claude Code that run price checks, invoice audit checks and product-page fact-checks the same way every time.
- Coordinate day to day with developers, marketing agencies, SEO vendors and carriers. Create social media content, branded graphics and video in Canva.

Project Manager — Digital Marketing & E-commerce

2021 – 2024

Integrity Commerce (UK) · Full-time

- Planned, built and launched multiple client websites end to end: navigation, page structure, content and catalog organization.
- Set up and maintained GA4, Google Search Console, Looker Studio dashboards and SEMrush, and delivered recurring performance reports to clients and internal teams.
- Coordinated daily with web designers, marketers and technical teams to keep several projects on schedule, and served as the direct client contact by email and call.
- Managed supplier integrations and product feeds (bulk imports and exports, field mapping), checking accuracy before anything went live.

SEO Specialist (Part-time)

2023 – 2024

Rule Your Kingdom

- Performed competitive and technical SEO audits for client websites and documented the findings in clear, actionable reports.
- Recommended on-page improvements across product, category and blog pages, and worked with internal teams to prioritize and roll them out.

Digital Marketing Assistant (Part-time)

2020 – 2021

ClearHealthMedia

- Managed WordPress websites: published and updated page content and kept the sites running smoothly.
- Built and managed Facebook Ads campaigns supporting client marketing goals.
- Produced recurring performance reports from Google Analytics, Google Search Console, AccuRanker and Mailchimp.

Virtual Assistant — Digital Marketing & Web

2014 – 2020

Trafficado

- WordPress pages and articles, email and outreach campaigns in Pitchbox, customer email support and local listings.

Virtual Assistant (Freelance)

2014 – 2019

Self-employed · Remote clients

- Processed orders in Amazon Seller Central; also WooCommerce and SEO tasks.

SEO & Content Roles

2011 – 2014

Business Online · E-Main Web Development · DLinkers SEO Company

- Keyword research, content publishing, link building and monthly reporting. Later, off-page SEO for PC.Game (2020–2021).

EDUCATION

BS Information Systems

West Visayas State University, Iloilo City ·
2007 – 2011

CERTIFICATION

Web3 / Blockchain Project Manager

Udemy · 2023

TOOLS

E-commerce & email: Shopify, Google Merchant Center, Klaviyo, Mailchimp, WordPress

SEO & analytics: GA4, Search Console, Looker Studio, SEMrush, Microsoft Clarity

Creative & AI: Canva, CapCut, Claude, Claude Code

Work: Excel, Google Sheets, Trello, Asana, Slack, Loom

Clients from my earlier years know me as May Ann Elupre. Work samples and case studies: digitalopsbymayann.com.
References available on request.