

Ashwin Paul

Ecommerce Operations Executive | Shopify Administration
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PROFESSIONAL SUMMARY

Ecommerce Operations Executive with hands-on experience in Shopify store administration, specializing in product listing management, catalog structuring, and backend operations. Skilled in handling high-volume product data including SKU setup, variant configuration, pricing updates, and bulk CSV uploads with strong accuracy and consistency. Experienced in inventory coordination, storefront updates, and maintaining organized, conversion-ready catalogs. Focused on efficient day-to-day ecommerce operations, data accuracy, and smooth backend workflows. Open to Ecommerce Executive / Coordinator roles in the UAE with immediate relocation availability.

CORE SKILLS

Shopify Store Management | Ecommerce Operations | Product Listing Management | Catalog Management & Structuring | Product Data Management (PDM) | Bulk CSV Uploads & Excel Handling | Inventory Coordination & Stock Tracking | Order Processing & Backend Support | Online Merchandising | Storefront Content Updates

EXPERIENCE

Ecommerce Operations Executive Mar 2024 – Present
St. Joseph Wooden Furniture, India

- Manage Shopify backend operations for **150+** product listings, including variant configuration, pricing updates, SKU management, and catalog structuring.
- Execute bulk product uploads using CSV with Excel validation to ensure SKU accuracy and data consistency.
- Maintain organized product catalogs, including collections, categories, and product attributes, to improve navigation and product discoverability.
- Coordinate inventory updates and stock tracking to ensure accurate product availability across the store.
- Perform regular storefront updates, including product pages and content changes, to maintain an accurate and engaging online store.
- Monitor product data for errors, inconsistencies, duplicate records, and missing information to maintain high catalog quality standards.

Digital Marketing Intern Dec 2025 – Mar 2026
Epic Ventures LLC, Dubai (Remote)

- Conducted keyword research and website content reviews to improve content organization and search visibility
- Assisted with website content updates, ensuring accuracy, consistency, and structured digital content across platforms
- Performed Excel-based data tracking, reporting, and documentation to support day-to-day digital operations
- Coordinated content calendars and publishing workflows to ensure timely execution of digital content updates

Content & Brand Operations Support November 2020 – August 2023
Freelance (Part-time)

- Maintained structured content update workflows across digital platforms with a focus on accuracy and consistency.
- Conducted consistency checks on published product copy and brand messaging to ensure alignment with operational standards.
- Managed content calendars and coordinated execution timelines to support reliable digital operations.
- Optimized product and brand copy for clarity and consistency across customer-facing channels.

Data Science Intern August 2023 – January 2024
Soften Technologies (On-site) Kochi, India

- Handled data processing, analysis basics, and reporting tasks to support data interpretation and structured documentation.

EDUCATION

Bachelor of Computer Application (BCA) – Computer Science
University of Calicut

November 2020 – March 2023

CERTIFICATIONS

Shopify & Ecommerce Operations Certification
JVECOM Technology Pvt. Ltd.

September 2024

Advanced Training Course in Digital Marketing (KHDA Attested)
Skillmount Management Training Center L.L.C.

December 2025