

Ashwin Paul

Ecommerce Operations Executive | Shopify Administration

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PROFESSIONAL SUMMARY

Ecommerce Operations Executive with hands-on experience in Shopify store management, product listings, catalog management, inventory updates, and backend operations. Skilled in product data, SKU and variant management, bulk CSV uploads, Excel, storefront updates, and basic ecommerce SEO.

CORE SKILLS

- Shopify Store Management
- Ecommerce Operations
- Product Listing Management
- Catalog Management
- Product Information Management
- SKU & Variant Management
- Bulk CSV Uploads
- Microsoft Excel
- Inventory Coordination
- Order Processing
- Online Merchandising
- Ecommerce SEO
- Microsoft Clarity
- Storefront Content Updates
- Reporting & Data Tracking

EDUCATION

Bachelor of Computer Application (BCA) – Computer Science

Nov 2020 – Mar 2023

University of Calicut

CERTIFICATIONS

Advanced Training Course in Digital Marketing (KHDA Attested)

Dec 2025

Skillmount Management Training Center L.L.C.

Shopify & Ecommerce Operations Certification

Sep 2024

JVECOM Technology Pvt. Ltd.

EXPERIENCE

Ecommerce Operations Executive

Mar 2024 – Jun 2026

St. Joseph Wooden Furniture, Thrissur, Kerala, India

- Managed Shopify operations for 150+ product listings, including SKUs, variants, pricing, availability, and catalog management.
- Handled bulk CSV uploads and product data updates using Shopify and Microsoft Excel.
- Maintained product catalogs, collections, categories, attributes, and inventory data.
- Updated storefront content and performed basic ecommerce SEO to maintain accurate product information and improve visibility.
- Coordinated inventory updates, product availability, and order-related queries with customer service.
- Used Microsoft Clarity to monitor website activity and prepare basic ecommerce performance reports.

Digital Marketing Intern

Dec 2025 – Mar 2026

Epic Ventures LLC, Dubai, UAE (Remote)

- Conducted keyword research and supported product and content optimization.
- Assisted with website audits, UX, performance improvements, competitor research, and product description optimization.

Data Science Intern

Aug 2023 – Jan 2024

Soften Technologies, Kochi, Kerala, India (On-site)

- Supported data cleaning, Excel-based analysis, reporting, and data preparation.

Content & Brand Operations Support

Nov 2020 – Aug 2023

Freelance (Part-time)

- Managed digital content updates, content planning, copy optimization, quality checks, and publishing workflows.

PROJECTS

Catalog Flow – Ecommerce Catalog Management System

Built an AI-powered alternative to spreadsheet-based catalog management, centralizing product data, SKUs, variants, pricing, inventory, and bulk CSV updates in one workspace to simplify ecommerce catalog operations.