

# Amber Gaston

📍 Morristown, NJ, USA ✉ AMBERGASTON1027@GMAIL.COM 📞 973.626.2042 🌐 in/LINKEDIN.COMINAMBERGASTON

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## SUMMARY

Creative and results-driven E-Commerce Manager with a strong background in visual merchandising, email marketing, and product curation. Skilled in managing and optimizing Product Listing Pages (PLPs), enhancing product visibility, and ensuring seamless alignment with brand guidelines across digital platforms. Experienced in curating product collections, category management, and collaborating with creative and editorial teams to execute effective merchandising strategies and support email marketing campaigns. Adept at collaborating cross-functionally to optimize sales, improve user experience, and deliver a seamless shopping experience. Passionate about analyzing industry trends, maintaining an elevated sense of design, and continuously refining digital marketing strategies to drive engagement and conversions in a fast-paced, start-up-like environment.

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## EXPERIENCE

### Email Marketing Specialist

#### Community Partners

September 2023 – Present, Los Angeles, CA

- Developed and executed targeted email marketing campaigns, increasing open rates by 30% and click-through rates by 25% through strategic segmentation and personalized content.
- Analyzed email performance metrics and customer data to optimize campaigns, resulting in a 20% increase in conversion rates and improved customer retention.
- Collaborated with creative, product, and editorial teams to design and implement email content that aligns with brand messaging, leading to a 15% growth in subscriber engagement..

### E-Commerce & Visual Merchandising Manager

#### 10K Projects

May 2022 – August 2023, West Hollywood, CA

- Designed and managed e-commerce platforms on Shopify and WordPress, optimizing user experience and boosting conversion rates by 25%.
- Directed the visual merchandising strategy for artist websites, curating and optimizing product displays to align with branding and enhance user engagement.
- Oversaw product photography and retouching, ensuring high-quality visuals that resonated with the target audience, resulting in a 20% increase in site engagement.
- Managed model casting and developed creative direction for photoshoots, delivering engaging content that aligned with branding objectives and improved brand consistency by 30%.
- Created, managed, and optimized product listings on Shopify, ensuring accuracy and relevance, which maximized sales potential and increased online sales by 35%.
- Sourced and negotiated with wholesale vendors to ensure competitive pricing and product quality, leading to a 15% reduction in procurement costs.
- Built and configured Shopify stores, including sales channels and payment gateways, ensuring seamless operations and reducing cart abandonment rates by 20%..

### E-Commerce & Merchandising Coordinator

#### 10K Projects

June 2019 – April 2022, West Hollywood, CA

- Developed and executed targeted marketing campaigns using Meta Ads and Google AdWords, driving traffic and boosting sales by 40%.
- Managed order fulfillment processes, including packaging and shipping, while efficiently managing returns, maintaining a high customer satisfaction rate of 95%.
- Led social media strategy, crafting content and engaging with followers to enhance brand visibility and loyalty, resulting in a 25% increase in social media followers.
- Created product collections optimized for promotional campaigns and seasonal drops, improving product visibility and sales performance..

### Social Media & Email Marketing Coordinator

#### Missing Link Music

October 2018 – May 2019, Hoboken, NJ

Missing Link Music is a music publishing administration firm specializing in music royalties and distribution services.

- Managed social media accounts to drive awareness and engagement, leading to a 20% increase in inbound leads and contributing to the signing of new songwriters.
- Developed and executed targeted email campaigns that promoted monthly placement and sync opportunities, resulting in higher engagement and retention among existing clients.

### E-Commerce Intern

#### Time2Grind Radio

November 2017 – October 2018, Union, NJ

- Launched and managed an e-commerce store for the station's merchandise, driving a 95% increase in market expansion through optimized product listings and seamless order fulfillment.

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## EDUCATION

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### M.S. Entertainment Business

Full Sail University • Winter Park, FL • March 2020

### B.S. Biology

Montclair State University • Montclair, NJ • May 2016

• Additional Coursework: Intro to Music Industry, Intro to film, Intro to Fashion Design, Entrepreneurship, Rap & Rock as a Cultural Experience

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## CERTIFICATIONS

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### Marketing: How to Use High Impact Storytelling

LinkedIn • Dec 2024

### Certified Digital Marketing Professional

Loyola Marymount University • Jan 2024

### Developing a Style Guide

Lynda.com • Jun 2019

### Learn How to Create and Optimize Google Display Ads Campaigns

Google Skillshop • Dec 2024

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## SKILLS

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Analytics (Google Analytics, Tableau, Chartmetric, Music Connect)

Business Tools (Artificial Intelligence, Disco, Dropbox, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Zoom)

Additional Skills (Product Listing Management, Coordinating with Creative Teams, Website Product Organization, Industry Trend Analysis, Cross-Team Collaboration, graphic design, website design, Fashion Design, photography)

Project Management (Asana, Trello, Jira)

E-commerce Platforms (Shopify, WooCommerce, Etsy, Amazon, Tik Tok Shop)

Marketing Tools (Google Ads, Meta Business Suite, Klaviyo, Mailchimp, Postscript, SEO, Salesforce, HubSpot)

Content Management (WordPress, Spotify for Artists, Magento)

Design Tools (Adobe Creative Cloud, Adobe Photoshop, Adobe Premiere Pro, Canva, CapCut, Figma)

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