

# Daouda Dasilva

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Email: [dasilva.daouda@yahoo.com](mailto:dasilva.daouda@yahoo.com) Cell: 646-363-7959. New York, NY 10025

[www.linkedin.com/in/daouda-da-silva-4bb58a4b](http://www.linkedin.com/in/daouda-da-silva-4bb58a4b)

Experienced Service Team Leader and E-commerce manager with a demonstrated history of meeting and exceeding sales objectives in both the retail, and in E-commerce industry. With over 6 years of experience in Account Management on Amazon Seller Central, Magento, Shopify, Operations Management, Marketing and Proficiency in HTML, CSS, & JavaScript. Abilities to develop marketing strategy to enhance brand position and bring in new business

## **Skills:**

- Amazon Seller central • Marketing campaign & SEO • Cognos Amazon • Intertrade Amazon
- Web designs, Shopify, Magento • Dreamweaver • Adobe Photoshop • InDesign • Excel (advanced)
- GXS HTML/CSS • Google Analytics.

## **LANGUAGE:**

- French | Russian | English

## **WORK EXPERIENCE**

### **Valrhona | New York** | April - Present

- Performed Magento website optimization and maintenance debugging and security patches.
- Review and managed Google analytics, GT manager and drove traffic to valrhona eCommerce website
- In charge of updating all Valrhona product on Amazon including New SEO keywords.
- Inventory management improvement.
- Supervised Google ads ( PPC, CPC, Amazon ads and newsletter campaigns).

### **Account Manager | Kaspien Digital Marketplace Agency** | June 2022 - March 2023

In addition to being a service team leader, I was asked to take the role of an account manager to manage and improve the accounts of three major clients generating each over 300K weekly.

- Act as subject matter expert on assigned accounts to identify and prioritize new opportunities and develop growth plan strategy. Translate partners insights into actionable plan and present at WBRs, senior leadership updates meeting.
- Act as liaison between assigned accounts and our internal Marketing, SEO, and other operational departments for effective execution and strategy.
- Managed and drove sales revenue for our partners on Amazon Seller Central marketplaces, by developing growth strategies that involves traffic-driving initiatives, seller central performance report (A to Z claim, unauthorized sellers, Returns, buyer messages & feedback , etc...), and data quality improvement to increase conversion such as listing optimization, SEO, keyword research, PPC, A+ content and consultative services.

- Generate and analyzed customized weekly, monthly and quarterly sales and PNL reports, resulting in a 20% revenue increase by improving returns and discontinuing under-performing products.
- Double clients sales Year over Year during Prime Day, and major holiday events through optimizing sponsor display, ads & deals, and lunches of new brand products.
- Generate PO\Purchase Orders for clients to maintain and win the Buy Box.

### **Service Team Manager | Kaspien Marketplace Agency | May 2021 - June 2022**

Team leader of 5 direct report employees, I was responsible for overseeing all tasks submitted to my team. My team is responsible of working on the backend of our client's Amazon seller central and vendors.

- Implement changes and improvement in current account management processes to optimize my team performance and creating best practices docs.
- Provide regular coaching and gave feedback to my team to help develop talent and support career development.
- Create a wireframe dashboard for WBR-style reporting, capture service team member insights and rollup total feedback.
- Track, complete or task other to complete and report on any callout/follow-ups identified in the WBR meeting with leadership.
- Quarterly OKR/Goal: Establish a set of KPIs which captures the essential task performed by my team (eg ratio between task assign vs. completed, SLA by task type etc..).
- Utilize Asana task management dashboard report for a better overview of my team performance and workload.

### **Marketing Manager | Shopbop, East Dane an Amazon company | October 2019 – April 2021**

Work with buyers & vendors to make sure we have all UPC's from their catalog in order to push products to Amazon Seller Central or via AWS after inspections.

- Create and update product listings, detail pages with new SEO Keywords with over 20,000 SKUs for the company website and seller central.
- Support the creative content team for the A+ content creating involving pictures edits.
- Utilize Amazon Seller Central and AWS software for trouble shooting errors related to uploads, infringement, resolving SIM ticketing errors.
- Collaborated with vendors and vendor's catalog requesting UPCs & EANs numbers.
- Services, Vendor Debugger, GXS & Intertrade catalog. Run seller central performance reports (negative feedback, A to Z claims, on-time delivery metrics and more...) create best practice solutions.

### **E-Commerce Manager | Boating Accessories - New York | July 2018 to May 2019**

Amazon account manager for a high-end Boating company generating 8.5 million in sales. Build a Shopify store for top selling items.

- Perform daily/weekly reports using Google analytics for the website and seller central reports, to ensure account health is within the norms, monitoring visitors, website traffics, Negative feedback, Chargebacks, buyer's messages, and A to Z claims.
- Improve and manage inventory stock levels of five 3 PLs warehouse accross the US. Work with over 30,000 SKUs variations in Seller Central.

- Maximizing revenue growth by overseeing Ads CPC/PPC campaigns , social media posts, SEO listings, Improving store ratings and sales strategy on Amazon and Shopify.
- Expend products visibility to different marketplaces such as Walmart/eBay, and provide customer support for general inquiries, return/refund and out of policy returns,
- Research content, marketing venues and new business opportunities

**Web Developer (Magento) | Red legend Group - New York** | November 2016 to July 2018

Hired for a project involving the creation of two Magento Websites for a Fashionable Handbag company to expend and improve their online presence.

- Set up and managed a VP server on GoDaddy, installed and updated any required programs.
- Install and customized Magento web template using Dreamweaver, Photoshop, CSS, & JavaScript.
- Integrate Google Shop, eBay and Amazon with the “retail” site (168estore.com)
- Build a Secondary “wholesale” website to share the same database with the retail website in order to facilitate listings creation and synchronization of both websites at once.
- Plan and execute marketing strategies, SEO, PPC Campaigns, Facebook Ads, Google Ad words, and Google analytic reports.
- Manage product inventory, purchase orders creation, customer service/ returns A to Z claims and FBA orders.
- Set up a web POS system and configure a gateway payment system syncing with the website and its marketplaces.
- Responsible of all product Photography and listings creation on eBay, Amazon, Walmart, Google shop and run Vendor events on Zulily.
- Design promotional Flyers using Adobe and brand manufactured Logo.

**Web Designer | BigBen Jewelry - New York** | May 2015 to November 2016

Hire by a High-end Jewelry store specialized in Diamond, Rolex, Bentley and Cartier Watches. Interested in owning their own website.

- Created a website using HTML, CSS, and JavaScript.
- Setup GoDaddy hosting server and email account.
- Produce media by taking product photography using a high-resolution camera in Raw format and edit them using Photoshop or InDesign.
- Create content description for each listing of products across eBay, Etsy, Pinterest.

**Web Design Freelancing | New York** | 2015

- Coordinate and communicate with customers to plan and execute e-commerce websites.
- Lead projects through completion utilizing a variety of web development tools and systems.

**EDUCATION & LANGUAGE:**

- Bachelor’s Degree in Web Design
- Associate Degree in Computer Programing.