

E-Commerce & Vendor Operations Specialist

Results-driven E-commerce and Vendor Operations Manager with 6+ years of regional experience driving catalog strategy, vendor engagement, and commercial performance across APAC. Proven ability to launch and scale product categories, optimize Amazon/Shopify listings, and lead cross-functional teams in fast-paced digital environments. Adept at balancing strategic execution with hands-on project management, Erika brings a strong track record of building scalable systems and partnerships that drive growth.

Key Skills

- Amazon Catalog Management & Listing Optimization
- Shopify Store Operations & Product Launches
- Vendor Management & Partnership Development
- Market Expansion & Regional Strategy (APAC)
- Tools: Helium10, Asana, Trello, Jira, Slack, Google Suite

Experience

Catalog Manager (USA)

Dreamedia AV – Feb 2024 to Present

- Spearheaded product launch strategies and coordinated cross-functional teams for catalog expansion.
- Conducted market research and aligned catalog with brand and marketing campaigns.
- Resolved catalog-related issues and optimized catalog structure for operational efficiency.

Amazon FBA E-Commerce Manager (Part-Time)

Filtered Blend – Apr 2024 to May 2025

- Managed Amazon storefront, PPC campaigns, and product listings.
- Oversaw inventory and procurement operations from China.
- Identified opportunities for new product categories and implemented strategies to increase visibility.

Regional Commercial Manager (APAC)

Limitless Technology – Dec 2022 to Dec 2023

- Oversaw regional strategy across PH, MY, SG, HK, and ID.
- Identified growth opportunities, built vendor partnerships, and led data-driven expansion initiatives.
- Coordinated product launches across departments: tech, marketing, creative, and ops.

Earlier Roles

- Regional Vendor Manager – Limitless Tech (APAC) – Oct 2021 to Dec 2022
- Vendor Manager – Flower Chimp & CakeRush – Jan 2021 to Oct 2021
- Regional Vendor Engagement Lead – Kaodim Inc. – Nov 2020 to Jan 2021
- Operations Head – Gawin Inc. – Feb 2019 to Nov 2020
- Vendor Engagement Executive – Gawin Inc. – Feb 2018 to Feb 2019

Education

BS Environmental Science and Management – Thai Nguyen University, Vietnam / UC Davis, USA