



## INFO



Name  
**Nicholas  
Alvarez**



Location  
**San  
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## SOCIAL



LinkedIn  
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Instagram  
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## REFERENCES



**Ohmi Morimoto**  
*VP Issey Miyake USA*  
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**+1(212)226-5514**



**Masa Watanabe**  
*Ecom Director*  
**Issey Miyake USA**  
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## EDUCATION



**Fashion Institute  
of Technology**  
**2011 - 2012**  
*Fashion Merchandising*



# NICHOLAS ALVAREZ

## WORK EXPERIENCE

**MISSION WORKSHOP** : Ecommerce Manager  
*09/2015 - Present San Francisco, CA*

- Ecommerce Management: site merchandising, content management, web updates, email marketing, analytics & adword reporting.
- Front-End & Shopify Development: Build custom pages for products, creative, & marketing content using HTML5, CSS3, JS languages. Shopify Development & PHP Development
- Marketing: develop weekly/monthly email marketing strategies for promotional plans and site merchandising with marketing director & creative director.

**ISSEY MIYAKE USA** : Ecommerce Strategist  
*05/2014 - 08/2015 New York, NY*

- Ecommerce Strategist: Head of all e-commerce business. Created & maintained ecommerce content to increase traffic, conversions, & customer aquisition. Point-of-contact for all ecommerce customer service.
- Marketing & Digital Media: Developed US digital marketing strategies through email, & social media marketing resulting in a 64% increase in marketing traffic and 155% marketing conversion rate.
- SEO / SEM: Increased organic search traffic by 93% with organic SEO. Increased Google CPC traffic by 5% by implemented a US focused Remarketing & Placement display ad campaign through Adwords. Oversaw and managed Google Analytics & Adwords – SEO & SEM through ecommerce platform.
- Creative Direction & Web Merchandising: Lead for web creative direction. Oversaw implantation and relaunch of corporate web presence resulting in 105% increase in overall conversions.

**OWEN NYC** : Ecommerce Director  
*05/2012 - 01/2014 New York, NY*

- Ecommerce Director: Head of all ecommerce business. Responsible for all product content, inventory managment, and site merchandising content.
- Digital Director: Designed & developed web merchandising strategies. Creative director for all web editorials & product photography. Produced social media/web content that best represents the brand, and designer matrix. Worked closely with owner, agencies, and graphic designers to produce a cohesive and appealing online presence.



## SKILLS

- SEM / SEO: Google Analytics, AdWords, Merchant Center
- CMS: Shopify, Magento, Drupal, Wordpress, Squarespace
- Email Marketing: Mailchimp, iContact, Campaign Monitor
- Coding: HTML5, CSS3, JS + Adobe Creative Cloud