

# Paola Jolley

E-commerce Specialist

## CONTACT

-  8101 Canyon Lake Cir.  
Orlando Florida 32835
-  +1-407-780-9704
-  info@paolajolley.com
-  www.paolajolley.com

## SKILLS

Researching  
E-Commerce  
Management  
Team Leadership  
Accountability  
Customer Service  
Creativity  
Improving Efficiency  
Project Planning  
Attention to Detail

## EDUCATION

**MASTER'S DEGREE**  
Master in Social Education  
**Escuela Superior del Quindío**  
2003 – 2005

**BACHELOR OF SCIENCE**  
Business Communications  
Minor in Journalism  
**Universidad del Quindío**  
1999 – 2005

## PROFILE

Dynamic E-commerce Leader with a proven record of building vibrant and complex shopping experiences that enable improved customer satisfaction and increased sales. Self-motivated expert who has learned much through building her own online stores on WooCommerce, eBay, Etsy, and Amazon. Also has experience fabricating products in her own shop, working with overseas manufacturers, and registering products with government agencies such as the FDA.

## PROFESSIONAL EXPERIENCE

### E-COMMERCE CONSULTANT

*Spire Technology/NDM Hospitality/Aug 2020 - Present*

After years of building e-commerce solutions for my many ventures, and for select clients, I started broadly consulting in the e-commerce space. I specialize in WooCommerce with the Crocoblock toolkit, I create complex shops that simplify the customer experience through the use of add-on products, listings, bookable products, appointable products, and much more.

- Designed online store with complex listings, add-ons, forms and product customization
- UX Design Leader for multiple E-commerce platforms called “Shopping Carts”
- Developed an E-commerce platform for contactless delivery of goods from the convenience store at Encore Resort
- Created a tool to improve agents’ sales of upsell products and services
- Create unique login of users tied to their reservation in order to complete checkout

### OWNER & CHIEF DESIGN OFFICER

*Paola Jolley Designs/Jan 2018 - Present*

Focusing on upscale products for the Stationery Wedding Industry, I started a business that combines all of my passions: graphic design, printing and paper products, e-commerce, and crafting. I cover the whole spectrum of graphic and craft services from ideation to production in my own full design studio shop.

- Cater to the wedding industry, specializing in paper products and personalized design
- Create custom gift products using various tools, such as laser cutters, knife cutters, specialized printers, heat press and foil stamping machine.
- Designed WordPress sites using page builder editors, such as Elementor and Crocoblock Suite
- Become Facebook Developer to merge and sync online WooCommerce stores with Instagram and Facebook Stores

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## SOFT SKILL

Adobe Photoshop  
 Adobe Illustrator  
 Adobe InDesign  
 Microsoft Excel  
 Microsoft Access  
 WordPress  
 Woocommerce  
 Elementor Expert  
 Crocoblock Suite

## EXPERTISE

Project Management  
 Problem Solving  
 Team Work  
 Problem Sensitivity  
 Woo-Commerce  
 Business Best Practices  
 Organization

 Reference upon request.

## EXPERIENCE CONTINUED

### PRODUCT DEVELOPER & OWNER

*Qchic Club/April 2016 - Present*

I had a vision to design, manufacture and sell beauty products. Starting with a particular product in mind, I established relationships with several overseas manufacturing firms. Working with them over nights, I designed the product and packaging for my signature product.

- Became seller for Amazon US, Amazon Canada, & Amazon Mexico
- Took courses in Amazon University to enable selling in certain categories and to learn about logistics and sales tools
- Registered my product with the FDA, for US registration and to sell in Amazon Health & Beauty Category
- Developed WooCommerce shop for products

### INVENTOR & OWNER

*Latex For Nails/June 2015 - Present*

Seeing the need for a particular product to supplement the Nail Beauty Industry, I found suppliers and created my own unique product. I developed an in-home manufacturing process.

- Developed in home manufacturing process for my product
- Marketed and sold product on Amazon, eBay, Etsy
- Developed single-product WooCommerce shop

### FINANCIAL DEPARTMENT ASSISTANT

*Fiesta Americana Club/October 2010 – April 2016*

Manage process of owners needing Cancellation of Title and Bankruptcy, and other financial needs of USA-based timeshare owners.

### GRAPHIC DESIGNER

*Universal Sports Printing Shop/August 2007 – September 2010*

Primary responsibilities include design and development all kind of Printing Formats

- Design Custom Business Cards, Post Cards, Banners, Brochures, etc. for customers
- Printing Machine Operator (JV330 MImaki)
- Screen Printing (Separation of color) print positives, etc.