

# LEYKA CHAPARRO

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## E-Commerce, Site Merchandising, & Website Manager

Strategic and results-driven e-commerce leader with 7+ years of experience in driving digital growth for global brands through data-informed merchandising, targeted marketing campaigns, and optimized user experiences. Fluent in English and Spanish, with working knowledge of French, enabling effective collaboration across global teams and markets.

- **Delivered 31–46% lift in revenue** per session through A/B testing, personalization, and data-driven UX optimization across multiple branded shops
- Partnered with global marketing, editorial, and creative teams to execute large-scale campaigns, including **Sephora beauty partnerships and Oprah’s Favorite Things**, resulting in significant engagement and sales growth
- **Technical skills include** Google Analytics (GA4), Looker Studio, SAP, Optimizely, Nosto, Yotpo, HTML/CSS, Photoshop, Canva, Excel, Google Suite, Salesforce Commerce Cloud, Magento, Shopify, VTEX, Mirakl, Zendesk, Jira, Confluence, Trello, and Asana.

### Core Competencies

E-commerce Strategy ▪ Product & Site Merchandising ▪ A/B Testing & Personalization ▪ Campaign Development  
Digital Analytics & Reporting ▪ Cross-Functional Team Leadership ▪ Content Management Systems ▪ Vendor & Partner Relations ▪ Promotional Planning ▪ Email & Paid Media Integration ▪ UX Optimization ▪ Creative Direction & QA ▪ Marketplace Operations ▪ SEO/SEM & Site Search Optimization ▪ International Merchandising ▪ Agile Project Management

## EXPERIENCE

### Hearst Magazines | *Global Media & Lifestyle Brand Group*

#### **Marketplace Merchandising Manager** – Easton, PA / NYC | *June 2024 – September 2025*

- Partnered with email, creative, paid media, and editorial teams to brief, QA, and deploy multi-channel campaigns (email, site, paid), ensuring aligned messaging, flawless execution, and measurable customer engagement.
- Developed a full-year promotional calendar that expanded creative lead times from 5–7 days to 3–4 weeks.
- Led high-impact campaigns, including Sephora partnership and Oprah’s Favorite Things holiday program, driving significant sales and engagement.
- Conducted daily QA across campaigns and site touchpoints, using analytics to identify optimization opportunities and reduce drop-off.
- Created detailed SOPs and onboarding resources that enabled contractor training within two weeks, doubling output for site refreshes, QA, and promotional setups.

### Hearst Magazines | *Global Media & Lifestyle Brand Group*

#### **E-Commerce Platform Manager** – Easton, PA / NYC | *Sept. 2021 – June 2024*

- Oversaw daily operations for 26 branded eCommerce sites, standardizing workflows and scheduling content via Optimizely to maintain full campaign coverage and reduce prep time.
- Increased average order value from \$21 to \$127 during key promotional periods by optimizing PDP content, homepage banners, and personalized site experiences using Nosto.

- Led promotional strategy for flagship events like Black Friday/Cyber Monday and Oprah's Favorite Things, growing revenue from ~\$50K to ~\$105K YoY.
- Utilized Google Analytics and Looker Studio to identify top-performing product categories, visualize insights, and deliver data-backed recommendations to leadership.
- Supported QA efforts for seasonal launches, promotional go-lives, and new feature rollouts.

**UNIQLO** | *Global Apparel & Retail Brand*

**Site Merchandising Specialist (Contract)** – New York, NY | *April 2021 – Sept. 2021*

- Collaborated with marketing and creative teams to execute site refreshes and homepage strategy, aligning promotional messaging with campaigns.
- Produced and analyzed merchandising reports to optimize site performance and identify growth opportunities.
- Partnered with global HQ to ensure alignment on content, promotions, and customer experience initiatives.

**TOMS** | *Ethical Lifestyle Brand*

**E-commerce Merchandise Coordinator (Contract)** – Los Angeles, CA (Remote) | *Dec 2020 – Apr 2021*

- Organized 3–5 product and collection launches per month, ensuring accurate product setup, sequencing, and campaign readiness across U.S. and Canadian sites.
- Reduced bounce rates and improved product visibility by optimizing internal search, SEO tagging, and product categorization.
- Developed Salesforce Commerce Cloud training guides that streamlined onboarding and improved cross-team efficiency and adoption.
- Maintained up-to-date project tracking in Trello to ensure transparency, strengthen team communication, and accelerate campaign delivery.

**Century21 Stores** | *Off-price Luxury Department Store*

**E-commerce Coordinator** – Secaucus, NJ | *December 2018 – September 2020*

- Managed weekly SKU activation (1,000+) and promotional merchandising across Men, Kids, Home, and Beauty categories.
- QA-tested seasonal refreshes and links for email and SMS marketing.
- Reported on category performance using Google Analytics and supported creative planning for homepages.

**Roller Rabbit** | *Artisanal Lifestyle & Apparel Brand*

**E-commerce Merchandise Coordinator** – New York, NY | *April 2017 – December 2018*

- Improved efficiency of customer service processes and increased customer satisfaction by over 60% through the strategic implementation of Zendesk.
- Owned the full e-commerce lifecycle from merchandising to vendor collaboration and customer experience.
- Led UAT for site enhancements and worked with dev vendors to resolve functionality issues.
- Collaborated with design, procurement, and marketing teams to ensure accurate product launches.

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**EDUCATION**

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**East Stroudsburg University of Pennsylvania** – East Stroudsburg, PA  
 Bachelor of Science in Business Management, May 2014