

Liseth Sierra

PORTFOLIO

Let's go for my
work-life's tour!



“The best way to predict the future is to create it.”

Alan Kay, Computer scientist



About Me

02

I am a Master of Digital Media with over 8 years of work experience in digital marketing, e-commerce, and social media. I am the Founder & CEO of etrafk.com digital agency and E-commerce Manager at Universal Field Supplies.

I am a passionate researcher with one published article in the Journal of Environmental Management, and a submitted manuscript from my MRP: "Digital innovation in sustainable fashion: virtual fitting rooms as a strategy to minimize e-commerce returns and fashion waste."

Seeking to take my next academic step in the Media and Design Innovation Ph.D. program at Ryerson University to strengthen my skills and continue my research path.



Education

- **RYERSON UNIVERSITY**
Master of Digital Media | Fall 2021
- **RYERSON UNIVERSITY**
Human Resources Management | Fall 2020
- **UNIVERSITY OF CARTAGENA**
Economics, BA | 2012
Canadian 4-yr Bachelor's Degree Equivalent
WES 2014

Academic Achievements

- **PUBLISHED ARTICLE**
Potential use of coconut fibre modified mortars to enhance thermal comfort in low-income housing.
- **MASTER CGPA**
4.14 CGPA
- **HRM CERTIFICATE CGPA**
3.53 CGPA

Related Work Experience

HIGHLIGHTS

Developed and maintained the following e-commerce sites:

E-trafk.com, wallplateswares.com, jewelryuniquelyme.com, and thearboriststore.com

- 3 Amazon.ca and FBA Seller Accounts
- 2 Amazon.com and FBA Seller Accounts
- 1 Etsy Store
- 1 Wayfair Account (CAN-US)
- 4 Shopify Stores
- 2 Google Ads Account over 100K campaigns

START-UP

E-Trafk Digital Agency (Business Plan, Branding, Website design & content creation, SEO and Ads)

- **E-commerce & Social Media Manager**
Universal Field Supplies operates as universalfieldsupplies.com, thearboriststore.com, theforestrystore.com, and canadianarboristjobs.com
- **E-commerce Manager started as: Admin & E-commerce Coordinator**
Atron Electro Industries also operates as Runwireless, Rundigitally, Wallplates Wares, and Jewelry Uniquely Me
- **E-commerce & Marketing Developer (Founder & CEO)**
E-Trafk Digital Agency
- **Admin & After Sales Representative | Automotive Finance ON/Atlantic**
BMO Bank of Montreal
- **Marketing Assistant**
IMR - Images Made Real



Academic & Projects Highlights



MASTER OF DIGITAL MEDIA MRP



VFR...Let me see!



Watch my
MRP Pitch Video

CLICK HERE 





MDM8.0

Digital Innovation for Sustainable Fashion: Virtual Fitting Rooms as a Strategy to Minimize Waste and E-commerce Returns

BY LISETH SIERRA VITOLA
MASTER OF DIGITAL MEDIA, 2021
RYERSON UNIVERSITY

This paper aims to determine the efficacy of digital innovations, specifically virtual fitting rooms (VFRs), in minimizing online returns and waste in the fashion industry. This study used both primary and secondary data, including a narrative literature review approach based on data from scientific journals, e-commerce reports, tech company websites, among other relevant and verified secondary sources. An online survey with sixteen respondents and eight semi-structured interviews with tech companies and virtual fitting rooms developers was conducted to establish baseline data of the perception on the role of developers and VFR tech companies concerning sustainable fashion and reverse logistics. This study assessed information of currently available VFR apps, including issues with technology development, relationships with e-commerce retailers, effects of VFRs in reducing online returns and increasing customer satisfaction. The impact of existing VFRs and digital solutions adopted by the fashion industry to help customers in the sizing and fitting process to reduce online returns and e-commerce waste were also explored. The results highlight that VFRs are effective in minimizing returns, increasing customer satisfaction, and promoting sustainability by reducing CO2 emissions due to transportation. This study also shows that VFRs could reduce 31.3% of reverse logistic costs and minimize store sizing sampling. Thus, there is room for future research on the usage of VFR in 3D cloth simulation engines in pre-production and designers' collections, which could potentially have a more significant environmental impact on the minimization of fashion waste and overproduction.

STATEMENT OF PROBLEM

The boom of online sales has increased the volume of online returns

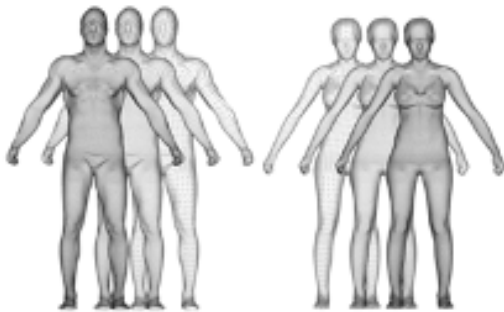
Non-stop apparel overproduction and overconsumption



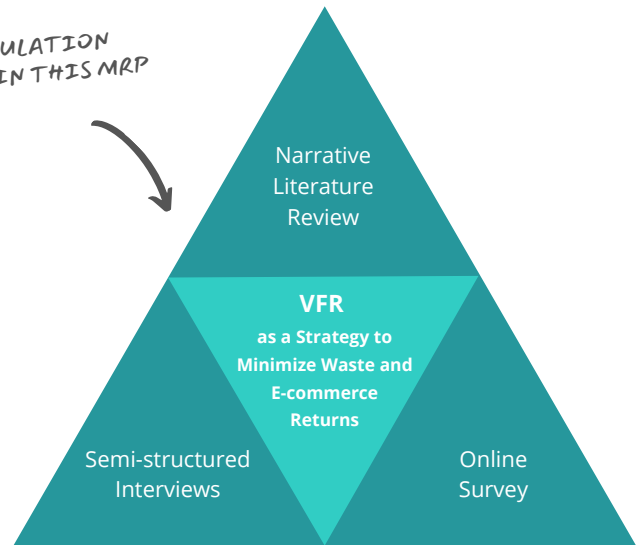
Approximately 35% of shoppers purchase different apparel sizes, explicitly intending to return unwanted sizes, which increases fashion waste and the number of unwanted clothes ending in landfills



RESEARCH METHODS



THE TRIANGULATION METHOD USED IN THIS MRP

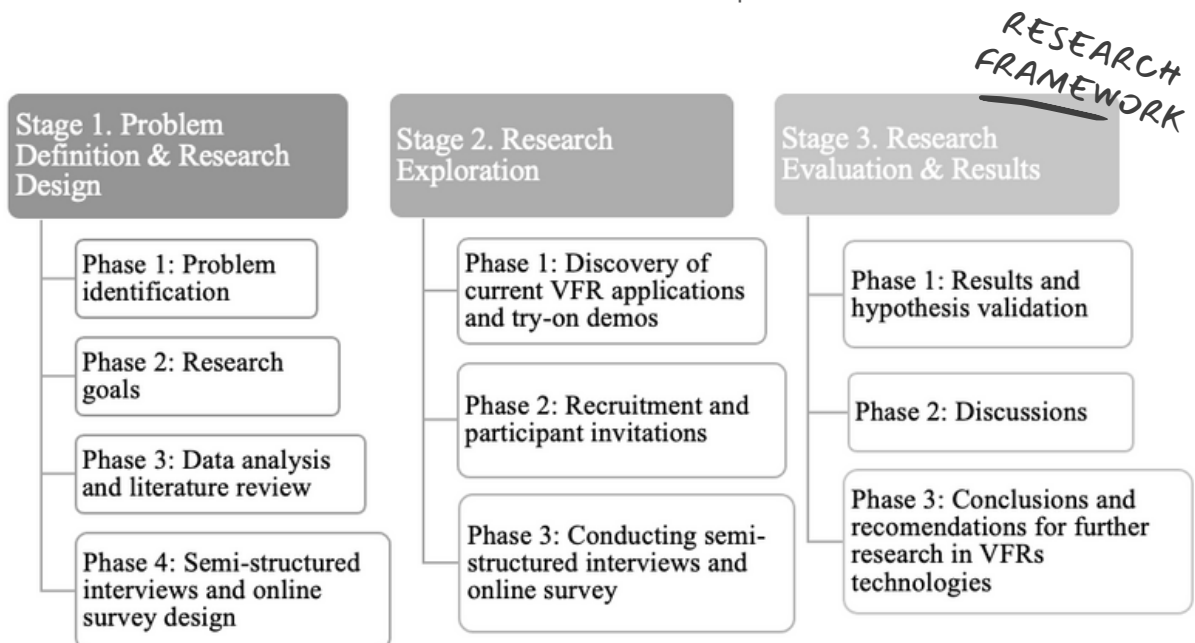


This study aims to determine the impact of digital innovations and VFRs in the fashion industry on minimizing online returns and fashion waste.

This research focuses on reviewing the literature and information published by twenty-four VFR companies on their website. It also focuses on analyzing primary information gathered through semi-structured interviews and an online survey.

HYPOTHESES

- # 1 → VFRs implementation in fashion e-commerce stores will positively impact return rates.
- # 2 → Digital innovations in fashion e-commerce stores reduce fashion waste and promote sustainable fashion. .
- # 3 → Best available technologies in VFRs enhance customer satisfaction, user's website experience and maximize stores' profit.



RESULTS & DISCUSSIONS



CASE STUDY ON AR TECHNOLOGY IN VFRS: AR TRY-ON ON INSTAGRAM

- 81% of the surveyed participants and 100% of the interviewed participants named decreasing return rates as the most significant advantage of VFR
- 62.5% of surveyed and 87.5% of interviewed participants confirmed that the sizing and fitting system has always been an ordeal for VFR platform development.
- 53.3% of participants considered that new VFR developments should focus on improving the realness of VFRs simulation to overcome the lack of realism and the lack of touch of the fabric

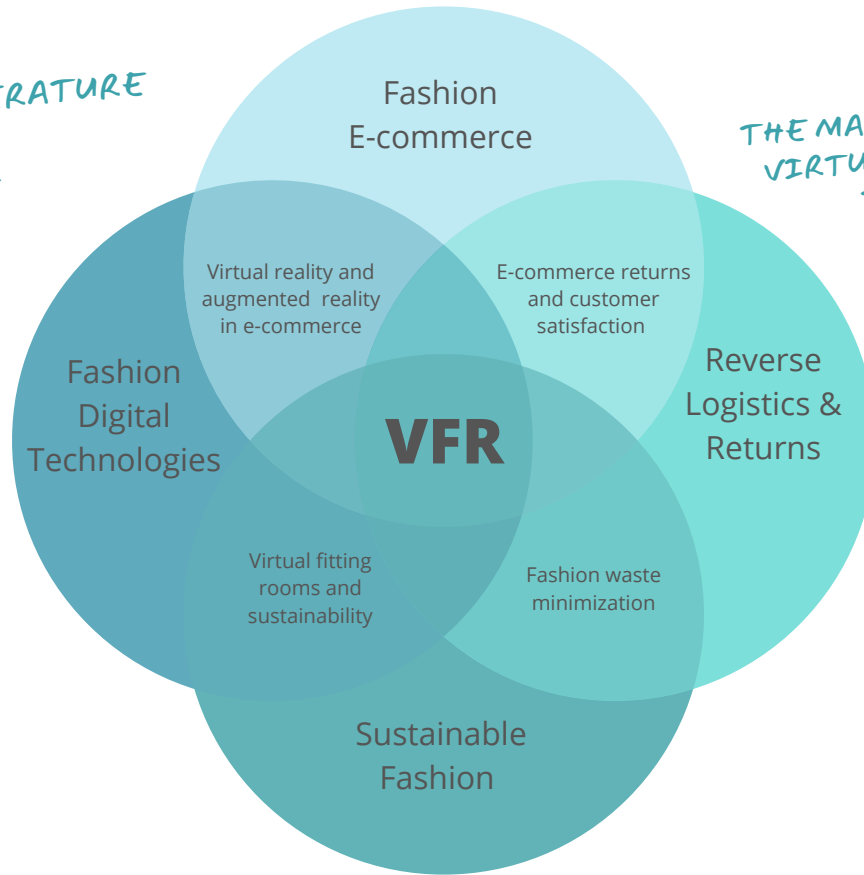
- 29.17% of the VFR companies consider sustainability an advantage for VFRs. The rest may prefer not to use the term avoiding being accused of greenwash or simply do not consider sustainability as a value proposition of the VFR technology.
- 7 case studies from different VFR companies were analyzed in NVivo. The word sustainability did not show up.
- This study found that VFRs contribute to reducing fashion waste by minimizing returns while reducing CO2 emissions for transportation of the number of boxes returned to manufacturers or retailers. Therefore, validating the hypothesis H2: Digital innovations in fashion e-commerce stores contribute to reducing fashion waste and promote sustainable fashion.



NVIVO WORD FREQUENCY QUERY: "SUSTAINABILITY" ANALYZING SEVEN CASE STUDIES FROM EXISTING VFR COMPANIES.



NARRATIVE LITERATURE REVIEW



THE MAIN FOUR PILLARS OF VIRTUAL FITTING ROOM TECHNOLOGY

CONCLUSIONS

01 The main VFR's advantages perceived by participants are reducing online returns, increases conversion rate, and increases customer satisfaction. VFRs disadvantages identified in this study are accuracy, the technology itself, getting the algorithm right, getting the avatar right for anybody, accounting for the fabric properties, and staying on budget

→ VFRs contribute to reducing fashion waste and promoting sustainability by minimizing returns while reducing CO2 emissions for transportation of the number of boxes returned to manufacturers or retailers. VFRs could reduce 31.3% of reverse logistic costs and minimize store sizing sampling.

02 Case studies confirmed that VFRs positively affect customers' shopping experience and help reduce the gap between in-store shopping and online shopping experience.

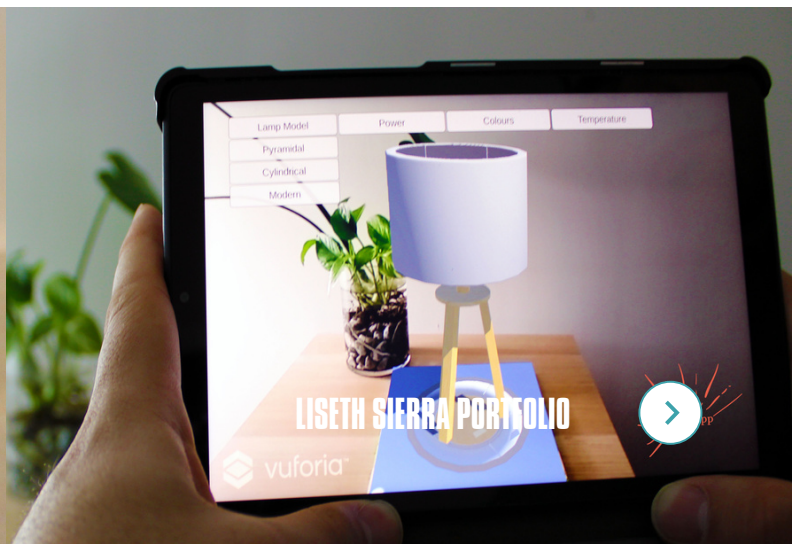
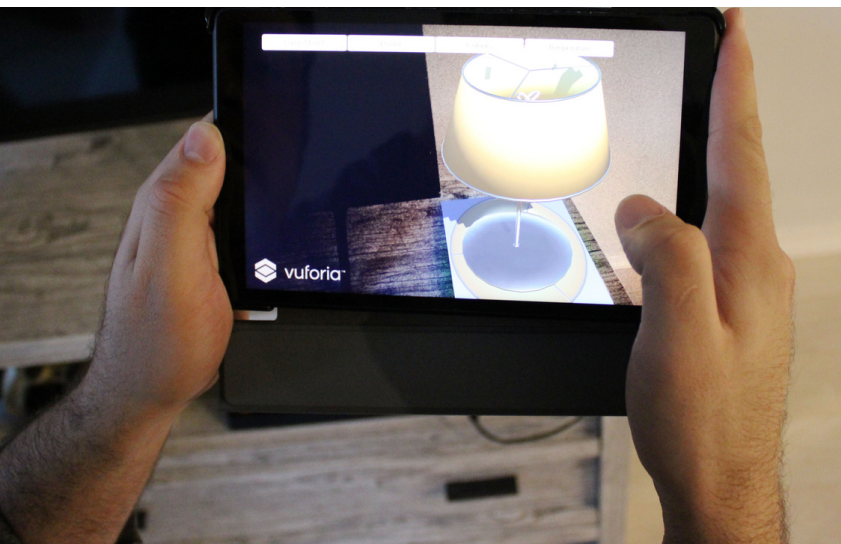
03 There are some opportunities need to be explored regarding the use of VFRs for made-to-order production to reduce overproduction waste.



Unity Application LightApp



Video Introducing LightApp





DG8010 AR/VR
8.0 MDM



According to Research and Markets (2020), VFR and AR apps' popularity is expected to increase by 18% in 2030 as a combined effect of technological advancements, smartphones, internet globalization, and the new normal initiated by the COVID-19 pandemic.

Lighting Fixture Market

- Between 2012 and 2018, e-commerce for the lighting fixtures sector registered an average growth of 18% per year. Including both B2C and B2B businesses, the e-commerce market for lighting fixtures worldwide is estimated to account for approximately 6% of total lighting fixtures sales, worth about USD 8.5 billion at retail prices.
- Lighting retailers are competing especially on the customer experience investing a huge amount of money in new technologies.

Problem Statement

- Online Returns and Waste: Regret/dimensions or style of the light does not suit well at home after buying.
- Current Applications have limited functionalities: current apps in the lighting market have poor size accuracy and they did not offer zoom or search functions.
- Approximately 12,200 in-person stores closed in 2020 due to the pandemic.

Source: State of Industrial Augmented Reality

https://www.ptc.com/en/resources/augmented-reality/white-paper/state-of-industrial-ar-ppc?cl1=AR_Vuforia_General_Google_CLC-cnc-ARTopicsxxxARRResearch-38110&cmsrc=Google&cid=7015A000001oRiBQAU&elqCampaignId=13184&qclid=EA1aIQobChMI1YSNh_n-7gIVhc3ICh2JogYAEAAAYASAAEgLCeVd_BwE

<https://www.businesswire.com/news/home/20190912005684/en/E-Commerce-for-the-Lighting-Industry-2019-Market-Report---ResearchAndMarkets.com>



Existing Apps

COMPARISON CHART

	Luminaire	IKEA Place	Light App
Search Function	✓	✗	✓
Filters	✓	✓	✓
Zoom Function	✗	✓	✓
Add to Cart Function	✓	✓	✓
360 Degree View	✓	✓	✓
Spatial placement accuracy	✗	✗	✓
Product Recommendation	✗	✗	✓
Sustainability message in App	✗	✗	✓

AR Solutions What Current Users Say?

- Limited Products
- Keeps Crashing
- Hard to navigate
- No "Search" function
- No "Zoom" function

Why is there no search option? 1y ago
 ★★☆☆☆ Decon79

Why is no way to search for an item? I'm nearly certain I want the a specific dresser and I'd like to view it in AR in my spa [more](#)

Developer Response 1y ago
 "Hej Decon79. Thanks for your input.The new update [more](#)

No searching function 1y ago
 ★☆☆☆☆ SamTse

Really bad that you guys remove the search function. Prefer the previous version. A huge step backwards

Developer Response 1y ago
 Hej SamTse. Thanks for your input. The new update [more](#)

Keeps crashing 1y ago
 ★☆☆☆☆ ileawil

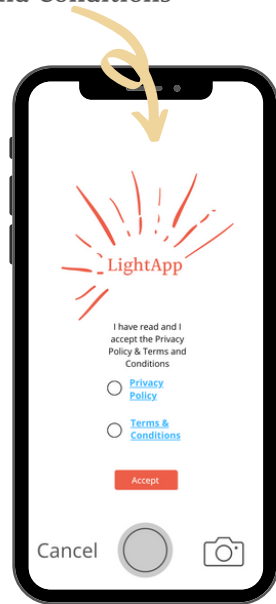
Keeps crashing when attempting to browse into collections or room sets. Unusable!

Developer Response 1y ago
 Hej ileawil. Thank you for reaching out and apologies for the inconvenience. We [more](#)

Scene 1

Start shopping & select the lamp

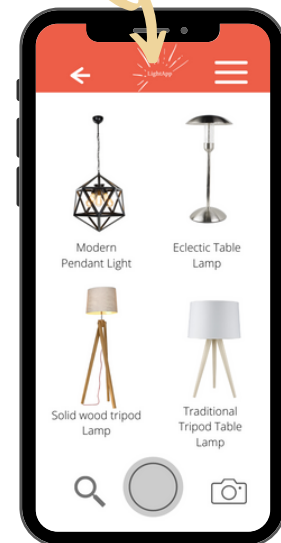
Accept Privacy Policy,
Terms and Conditions



Permission to Access
Phone Camera Alert



Start Shopping &
Select the Lamp



Point of View

The FOV is 180 degrees

Keyframes

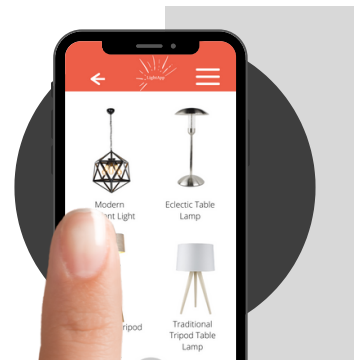
- Privacy Permission Page
- Camera Permission Alert
- Object Move and 360 Product photo
- Selecting a lamp

Interactions

- Clicking the Privacy terms
- Clicking the call-to-action for allows us to access the camera
- Selecting a product image

Usability

- Privacy terms pops up
- The user can use the camera function
- The lamp selected by the user is now in AR environment



STORYBOARD

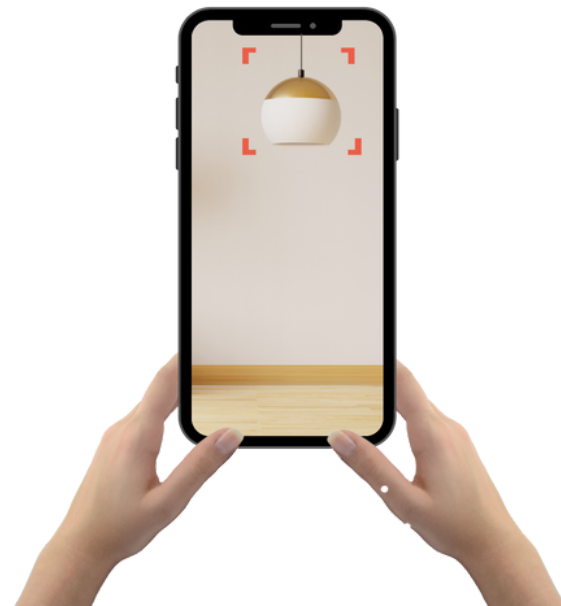
Scene 2

Turning the camera ON and place the lamp to see how it looks

Desirable features & Functions for Scene 2



- Shows background
- Object Views: front, back, top, and side views
- 360 Degrees View
- Zoom in/ Zoom out



Point of View

The FOV is 180 degrees

Keyframes

Parameters for the object: current, target, maxDistanceDelta, 360 degrees, zoom functions, 3D positions and, directions around the object

Interactions

User is able to freely move objects (lamps) in AR environment by using their camera.



Usability

Object (lamp) will maintain its original dimensions when being moved around. Light will emit from the lamp once it stops moving. Direction Arrows will appear with the item



Scene 3

Lighting Modes & Colour changes

- Change colours function
- Lighting Modes Function: Low-Med-Hi
- Users can change the colour temperature: warm, white, cool, and yellow light..etc



Point of View

The FOV is 180 degrees

Keyframes

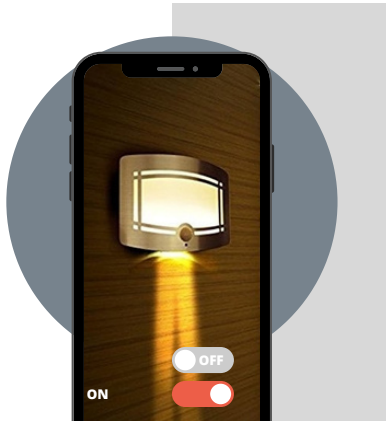
The keyframes in this section will be color, color temperature, and switch statements (turning light on and off)

Interactions

By clicking on the ON/ OFF icon, users can turn ON and OFF the light. Clicking in the desired colour temperature option to change the colour and intensity etc.

Usability

The lamp will reflect all the colours, brightness, temperature and intensity changes. The Lamp (Object) will turn ON/OFF.



Prototype

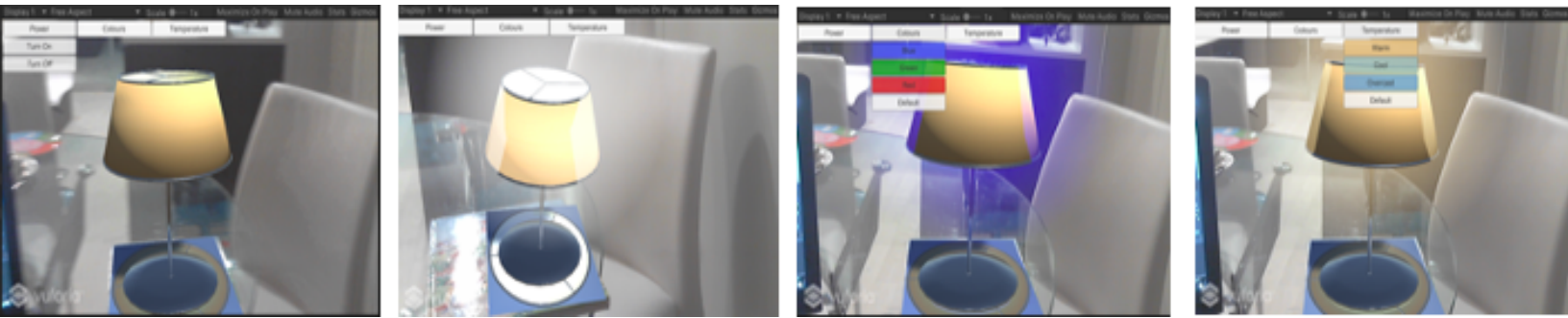
Used UI buttons

3 Main Drop down menus: Power, Colours, Temperature

Power: ON, OFF buttons

Colours: Green, Blue, Red, & Default buttons

Temperature: Warm, Cool, Overcast, & Default buttons



[Read The Complete App
Development Report](#)



Infographic

The Rise of TikTok: Helping young people to cope During COVID-19

DG8001
Infographic



The Rise of TikTok: Helping young people to cope During COVID-19

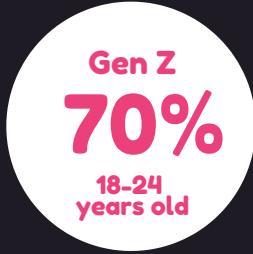
By
Liseth Sierra Vitola





THE RISE OF TIKTOK: HELPING YOUNG PEOPLE TO COPE DURING COVID-19

TikTok is a social media app that allows users to create, promote, and react to short-form music video content.



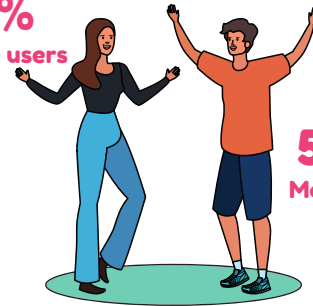
Young TikTok users had been creating energetic and fun music videos to entertain themselves and their friends, and in the process engaged others from all over the world.



The Quarantine Olympics
#familybonding
#quarantineolympics
#strawchallenge



44%
Female users



56%
Male users



Viral TikTok dances and the fitness challenges are good for mental health



TikTok users have swamped the app with light-hearted content as an alternative to COVID-19-related news, including doctors taking dance breaks and quarantined families making creative use of their time at home together.



SUPPORTING COMMUNITIES

- over \$250M to support communities that have been affected during this challenging period
- TikTok Health Heroes Relief Fund
- TikTok Creative Learning Fund



CONCERNS

- Addiction
- Content concerns
- Misinformation
- User privacy concerns
- Cyberbullying

Storytelling

“Owning our story can be hard but not nearly as difficult as spending our lives running from it. Embracing our vulnerabilities is risky but not nearly as dangerous as giving up on love and belonging and joy—the experiences that make us the most vulnerable. Only when we are brave enough to explore the darkness will we discover the infinite power of our light.”

— Brene Brown

It is time for storytelling about vulnerability... on the next page, you will find my story!
What's yours?

Real Love

BY
LISETH SIERRA



The birth of a child is the most beautiful moment in the life of a woman. My husband and I looked forward to the arrival of our first daughter Victoria. We were dreaming of her since our wedding. About two weeks before my due date, my body told me that something was wrong, a feeling that only a mother can have. I called my doctor, and she sent me for an ultrasound. Later that day, I received the ultrasound results; and apparently, everything looked normal.

At night, my body began to retain liquids, and my blood pressure rose uncontrollably. I went to the hospital, and once again, after a couple of hours and the routine check-up, all the signs appeared to go back to normal; thus, my doctor asked me to go home to wait until my induction date. I begged her to reschedule the induction date for a sooner date because I knew something was wrong; something told me that I couldn't wait any longer. The doctor said that I must return home and wait, with no options- they are good kicking you out. On my way to the exit, I had a panic attack. So, the doctor asked me to stay in the hospital. I was pleading for a C-section, but it seems like healthy young women have no right to choose.

After two hours, they agreed to start the induction processes. I went through a chemical, mechanical, and IV induction. Since nothing worked, my doctor insisted that I should go home and wait.

While in sadness, I was packing to go home. Miraculously, it just happened. I began to dilate, and my water broke. It was like seeing the light at the end of the tunnel; a feeling of happiness flooded our faces once again.

I had already felt so much pain that I did not ask for an epidural. I couldn't be more ready in my life. As a family, we were thrilled to meet our daughter. When the expected time came, my daughter was not breathing; all the alarms went OFF. Within seconds, my room was full of doctors; her feet and her hands were completely blue.

I was confused, speechless, I felt vulnerable. I wanted to see my daughter and asked many times why she was not crying. My husband and the doctors were running to the NICU. Suddenly, she started to cry in my husband's arms.

I was powerless, but with the strength of my heart, I was able to walk to the NICU, and there she was. I finally got to meet with the love of my life—a beautiful baby in an incubator. I was surprised to see how big she was, 57 cm and 10.4 lb. She is my miracle baby! She reminds me of how grateful I am for having her in my life.



Work Highlights

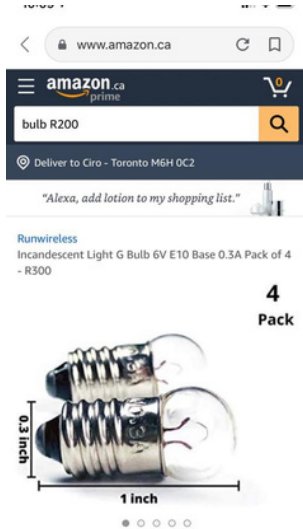


Product Photos

Foot Slide Full Range Dimming



For Quartz Halogen or Incandescent Lamps



Lights ON in a house help deter thieves and reduce the likelihood of break-ins

DIGITAL TIMER

Random Mode for a "Lived-in Look" while you are away



For: Lamps, Seasonal Lighting, Radios & more...

DIGITAL TIMER

AUTOMATE LIGHTS
Save Time & Energy!



7-Day Programming with up to 20 ON/OFF Settings

- Automate Electric Appliances
- Automate Fan & Heaters



ENERGY SAVINGS

WEBSITE DEVELOPMENT



PROSITE
DISTRIBUTION



<https://e-trafk.com/>



Short Business Story

I am the founder and CEO of E-trafk, a start-up developed as a marketing agency with the idea of offering marketing and e-commerce consultation.

E-trafk aims at helping clients to open and maintain profitable and sustainable seller accounts on e-commerce platforms with the target audience of electrical warehouses and home improvement businesses.

After a social meeting with two friends and my previous manager at Images Made Real, E-trafk opened more services provided by freelancers as a part of the team and included realtors as a target audience as well.

My Role

I created the logo and branding, selected the hosting, and designed the website.

I also created the business plan, including the mission, vision, business overview, and marketing plan with SWOT analysis.

I opened the social media accounts, and E-trafk is preparing to launch officially.

Future Goals: Apply the knowledge to be acquired in the MDM program at RU.

Visit us:



LISETH SIERRA PORTFOLIO

30 Minutes Free Consultation on Social Media and Digital Marketing

E-commerce

E-commerce Consultation how to open, maintain and grow your online store on Amazon- FBA, WayFair, eBay, Etsy, and other e-commerce platforms. We offer 30 minutes of free consultation.

Social Media

We help you to gain traffic or attention through social media sites. We create, manage, maintain and advertise your social media sites such as Facebook, Instagram, Pinterest, Twitter, LinkedIn, and YouTube Channel. We offer 30 minutes of free consultation and different packages!

Digital Marketing

Running an on-line sale or weekly special? There will come a time in your business or personal promotion when you need some additional help with marketing. Don't spend extra on Ads and obtain better results. We interpret all the data available. We analyze your goals, target audience, competitors for offering you a comprehensive marketing plan to achieve

Web Design

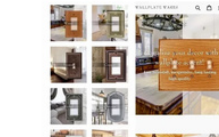
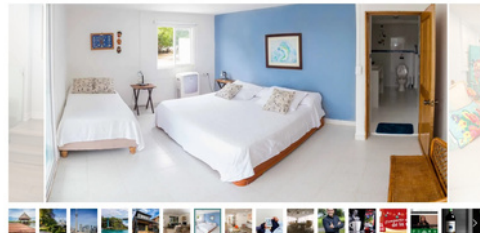
Are you opening an online store? Are you planning to update your website? We are a team of tech-driven, strategically lead and creative-minded people who will work to enhance your website. We utilize top-of-the-line design techniques and SEO service best practices. Contact us if you need a hand with Shopify, World Press, and other hostings.

Corporate Video Production

We understand that every company has a unique branding, and we will transform it into its best multimedia version. No matter what your needs are, we are here to help you to create a professional, attractive, and ingenious video that satisfies your vision. Videos for social media, video pins, videoclips, and corporate presentations. We offer 30 minutes of free consultation and different packages!

Photographs

Incredible photos with or without models. From digital enhancement to expert retouching and editing, our services will ensure your merchandise looks flawless to create the ideal image for your company. Photo Studio, corporate photos, product and commercial photographs, personal photos. High-quality resolution.



Web Design
We are developing this website.

Social Media
Pre-scheduled posts.



Photographs
Advanced studio photography.

Ads & Digital Advertising

We are focused on:

- Digital marketing strategies
- Social media advertising plan
- Digital advertising management

Our marketing agency service includes a comprehensive consult to help identify gaps and opportunities that results in detailed reports with timelines, cost analysis and the best marketing solutions.



<https://www.wallplatewares.com/>



My Role

- I participated in meetings for consulting and planning the opening of a new website
- I purchased domains and connected with the website
- I selected the template for the store. I am also capable of coding for simple layout changes
- I created the logo and branding
- I created the Shopify Excel spreadsheet for product listings: title, description including bullet points, and tags
- During the photo-shooting sessions, I took some photos, and also assisted with the lights and product preparation (labels- SKUs- renaming files, organizing wall-plates per configurations, changing backgrounds, screws, and other tasks)
- Removed photos background: using Photoshop for close cropping
- I created the website collections and pages:
- SEO in collections, links keywords, conditions to link the right items.
- SEO - Product Images: Photos with keywords in the title and text description.
- I wrote the content display on the website.
- I am managing social media posts (publishing tool-prescheduled posts), and I am still developing this website

Visit us:



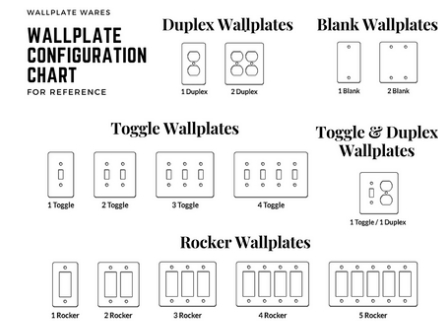
<https://www.wallplatewares.com/>



COLLECTIONS

Wallplate & Home Decor

Wallplate Wares takes pride in offering the best quality and selection of wallplates to enhance and elevate the ambiance in each room of your home. A simple and inexpensive accent to upgrade your home decor. Choose from a wide variety of colors, styles, materials and finishes. All available configurations chosen. Then add. All wallplates include matching screws. Enjoy shopping WallplateWares!



Wallplate Wares
ROOM ACCENTS

DELIVERY HIGH QUALITY WALLPLATES

About Us

Wallplate Wares is a North American manufacturer of decorative wall plates. We have over 2000 SKUs in inventory. All finishes & configurations with the best warehouse prices. Wallplate Wares offers the latest wall plates design to personalize your decor. We are a team committed to working for our environment by using green technologies and actively involved in community activities.

<https://jewelryuniquelyme.com/>



My Role

- I created the Shopify account
- I opened the social media accounts
- Purchased domains and connected with the website
- Photo edition: removed photos background in Photoshop
- Product listings: title, description including bullet points, dimensions, and tags
- Created collections and links: SEO in collections, links keywords, conditions to link the right items.
- SEO - Product Images: photos with keywords in the title and text description.
- Created pages and content display on the website.
- Created the website summer facelift
- I created the amazon seller account for the jewelry store and I create an Etsy store. Currently, I am managing both

Visit us:





E-COMMERCE & SOCIAL MEDIA PROGRESS --- REPORT

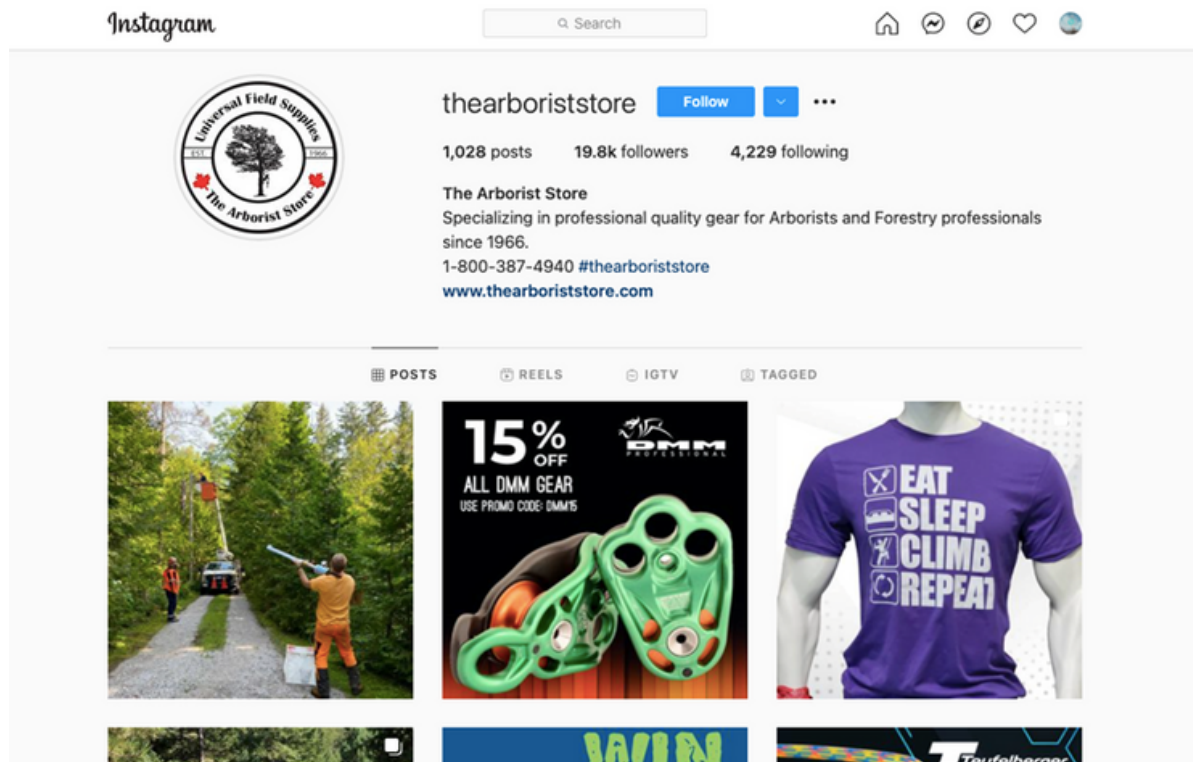
2021

AUGUST 16 - OCTOBER 12TH

Instagram

Starting Point

Date: August 16, 2021



1,028 Posts | 19.8K Followers | No highlights

Insights Last 30 days (Jul 13-Aug11)

- **Total Accounts Reached 68.4K** (Followers 9,410 & Non Followers 59K)
Posts 56.3K | Reels 5,998 | Stories 2,248 | IGTV videos 175
- **Content Interactions 4,148**
Top Reels: 6,094 | Impressions 227,564 | Profile Visit 1,759 | Website Taps 270
- **Content Creation**
18 Posts (Top Post 12.6K) | 22 Stories (Top story 919)

Goals

Period: Aug 16-Oct 12

- 50% more content interactions compared to Jun 15 - Aug 15
- Increase # of Followers (Organic Growth) from 19.8K to 22K
- Increase # of accounts reached by a total of 90K
- 50% increase of Website Taps
- Content creation focus on Reels and Stories

Instagram

Results

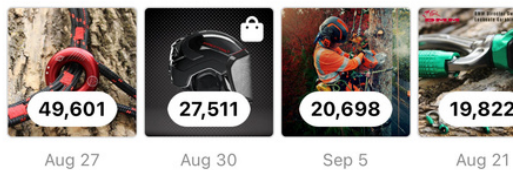
Date Range: Aug 16-Oct 12

- Stories Highlights were added to the Instagram profile
- **86.6%** more content interactions compared to Jun 21 - Aug 15 (**1.3%** from ads and promotions)
- **76.2%** increase in Post Interactions and **683%** increase in Stories Interactions
- **77.7%** more impressions
- **120%** increase in profile visits and **95.5%** more website taps
- Increased # of Followers (Organic Growth) from 19.8K to **20,741K**
- Increased # of Accounts reached from 69K to **88K** in Sep
- **24.5K** more people reached from Reels
- The top post reached **49K** and **924** likes, and the top reel reached **9K**
- **1,211** Instagram users visited thearboriststore.com from Aug 16 to Oct 12.
- Traffic from Instagram to the website increased by **188.6%** compared to Jun 15-Aug 15 (642 visitors to 1,211)
- Alts were added to previous and new posts
- Created a list of hashtags used for arborists
- Weekly Insights Table Here

35 New Posts | 104 New Stories | 7 New Reels | 1 New IGTV
20,741K Followers | Stories Highlights

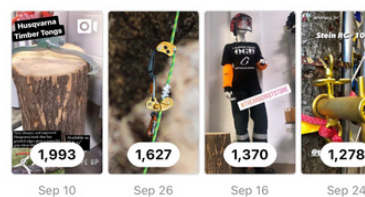
Top Posts

Based on reach



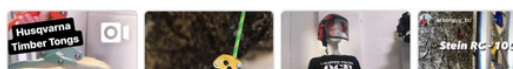
Top Stories

Based on reach



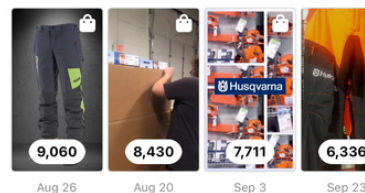
Top Stories

Based on reach



Top Reels

Based on reach



Content Interactions

July 3,490

Aug 6,475

Sept 5,848

Accounts Reached

July 69,800

Aug 95,161

Sept 88,171

Impressions

July 219,165

Aug 300,116

Sept 316,369

Profile Visits

July 1,505

Aug 3,342

Sept 2,818

Website taps

July 221

Aug 428

Sept 324

Followers

July 19,818

Aug 20,379

Sept 20,597

Facebook

Starting Point

Date Range: Jun 15 - Aug 15, 2021

1,662 Visitors | 1,908 Facebook Sessions | 102,961 Facebook Page People Reached

Referrer source	Referrer name	Visitors	Sessions
Summary		50,608	60,887
Direct	N/A	15,175	29,588
Search	Google	20,549	26,028
Social	Facebook	1,662	1,908
Unknown	N/A	878	1,000
Search	DuckDuckGo	646	740
Social	Instagram	642	738



Date Range: Aug 16 - Oct 12, 2021

3,468 Visitors | 4,164 Facebook Sessions | 138,889 Facebook Page People Reached

Referrer source	Referrer name	Visitors	Sessions
Summary		59,492	71,087
Direct	N/A	16,438	31,404
Search	Google	24,536	31,356
Social	Facebook	3,468	4,164
Social	Instagram	1,212	1,321
Unknown	N/A	791	930
Search	DuckDuckGo	687	783



Facebook

Goals

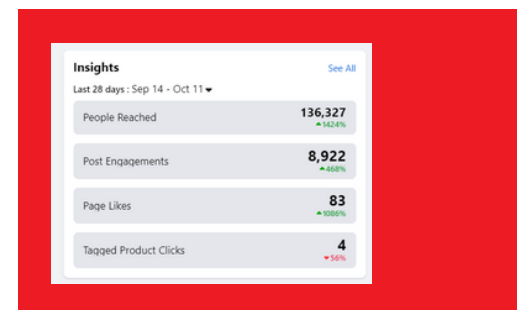
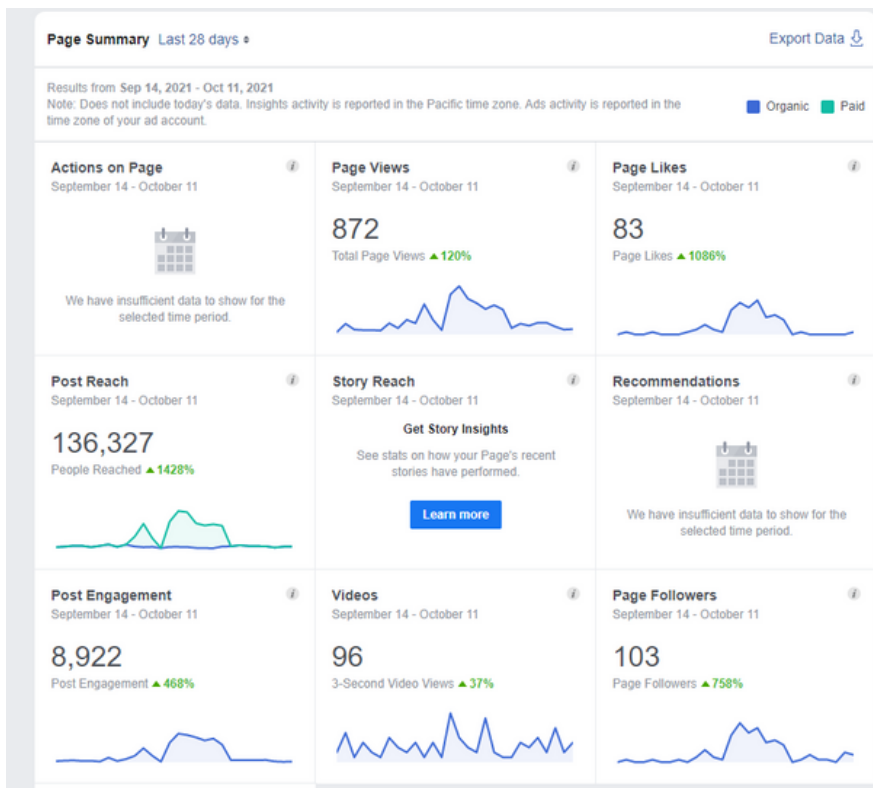
Date Range: Aug 16-Oct 12

- Use different image sizes for Facebook and Instagram posts for optimization
- Manage the Facebook calendar and schedule a month in advance
- Fix broken links in the Facebook page menu
- 60% increase of post engagement by using videos and carousel images
- Increase # of Followers (Organic Growth) by 100 per month
- Increase # of people reached from 100K to 150K

Results

Date Range: Aug 16-Oct 12

- Increased # of stories published on Facebook
- **208.66%** more visitors from Facebook users to the Shopify store
- FB generated **218.23%** more sessions compared to Jun 21 - Aug 15 from 1,908 to **4,164** sessions
- **120%** increased in page views
- In the last 28 days from Sept 14 to Oct 11, Page likes increased by **1086%** (83 Page Likes)
- **468%** Post Engagement increased
- Post images are in Facebook Optimized Size
- Implemented the use of more hashtags to the Facebook publications



Shopify Plus- The Arborist Store

Starting Point

Date: August 23,2021

SEO Optimization

Issues found

Broken links: URL (copy of copy- error, some URLs have the title when the products were created. For instance,

<https://thearboriststore.com/products/husqvarna-t> or

<https://thearboriststore.com/products/husqvarna-2> (URLs used in marketing campaigns cannot be changed, before changing other URLs make sure to change the extension in a Google Ads campaign if apply.

Poor Variants Organization base on inventory: no stock in the colour variants displayed at the top

No proper Image naming: Image names are serial numbers or long references, copy references from other websites

The screenshot shows the Shopify admin interface for a collection named 'Pruning Tools'. At the top, there are 'Discard' and 'Save' buttons. Below, a list of products is shown: 'Barnel Pruner Holster', 'Barnel Z13 Tiger Tooth Pistol Grip Pruning Saw', and 'Barnel Z17 Tiger Tooth D-Grip Pruning Saw'. The 'Search engine listing preview' section is highlighted, showing the 'Page title' field with the text 'Pruning Tools' (14 of 70 characters used) and a blank 'Description' field (0 of 320 characters used). The 'URL and handle' field contains 'https://thearboriststore.com/collections/ pruning-tools'. A red circle highlights the 'Page title' field, and a red arrow points to the blank 'Description' field. A red text overlay reads 'SEO Page title is missing the Store Name' and another red text overlay reads 'SEO Page Description is blank'.



Clogger Ember Limited Edition Chainsaw Pants | The Arborist Store

Designed for arborists working in extreme cold conditions, Ember Limited Edition chainsaw pants feature high strength and abrasion resistant outer fabrics with fleece lined inner. Made to stay comfortable, warm and dry in the toughest weather conditions. Get Winter ready. Pre-Order today! Available October 2021 Fe

thearboriststore.com

SEO Best Practice



Husqvarna Technical Chainsaw Pant

Husqvarna protective pants have been completely redesigned taking into consideration all customer needs including weight, temperature, fit, convenience and most importantly safety.

thearboriststore.com

Shopify Plus- The Arborist Store

Goals

Date Range: Aug 23-Oct 12

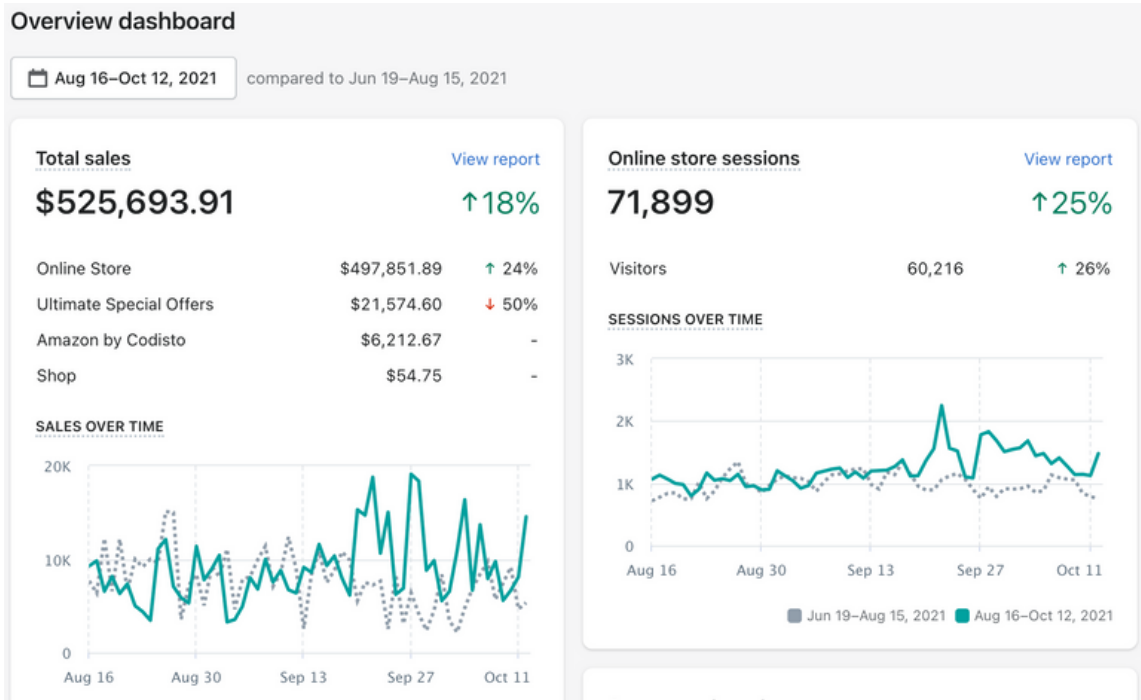
- Re-organize items per colour based on availability. This will help to reduce the number of clicks to find the item colour that is in stock.
- Rename images by using Brand and product title
- Add Alt to all media
- Add images to the variant option. For instance, all size variants do not have an image attached. This is a best practice even if the image is the same.
- Fix broken links
- Increase # of visitors through Google images
- Resize images (1500 pixels -1500 pixels) to be able to use the magnify tool
- Take high-resolution images of products when good images cannot be found online
- Add SEO title and descriptions to collections, pages, and product page
- Select vendors for adding Black Friday/ Boxing day deals message in the SEO description

Results

Date Range: Aug 23-Oct 12

- Added new photos
- 24 products have new images (photos were taken)
- Fix some URLs errors
- 15% Increase in Direct Traffic
- Increased Social Networks Traffic by 118%
- Facebook Sales increase 23% and Instagram sales 287%
- 18% in Total Sales from Aug 16 to Oct 12, 2021
- Husqvarna Collection and page new addition to the website (Images, descriptions and SEO were added to the website)
- Changes in specific products are listed [here](#)

Shopify Plus- The Arborist Store



Online store sessions by traffic source [View report](#)

Search	33,395	↑ 28%
Direct	31,819	↑ 15%
Social	5,708	↑ 118%
Unknown	950	↓ 2%
Email	27	↓ 23%

Sales by social source [View report](#)

Facebook	\$5,252.26	↑ 23%
Instagram	\$2,051.10	↑ 287%
Reddit	\$0.00	↓ 100%

← Sales by traffic referrer Print Export Save as

Date range: Aug 16–Oct 12, 2021

Manage filters: Traffic referrer source is Social X

Edit columns

Traffic referrer source	Traffic referrer name	Orders	Total sales
Summary		22	\$7,303.36
Social	Facebook	16	\$5,252.26
Social	Instagram	5	\$2,051.10
Social	Reddit	1	\$0.00

Showing 3 of 3 results.

Sales from Social Networks

Shopify Plus- Prosite Distribution

Starting Date: September 1, 2021

Goals

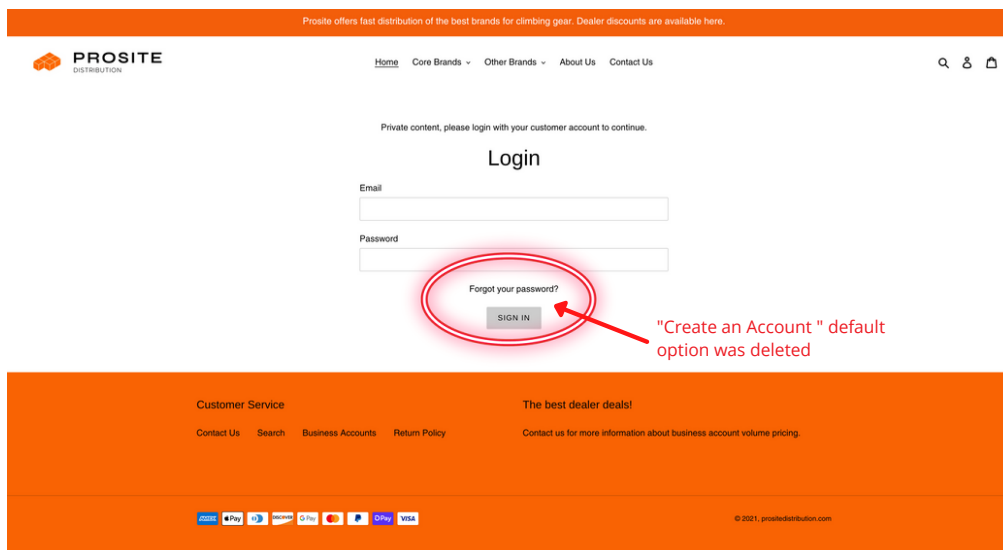
Period: Sep 1-Oct 12

- Create a log-in per customer and restrict access (Private website for dealers only)
- Find an App for B2B access management
- Organize and add main collections
- Set the main menu
- Organize the information and the Landing page layout
- Sync Products

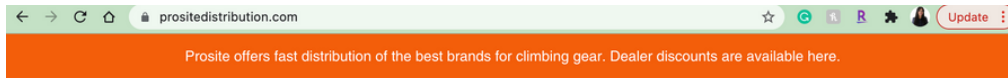
Results

Date Range: Sep 1-Oct 12

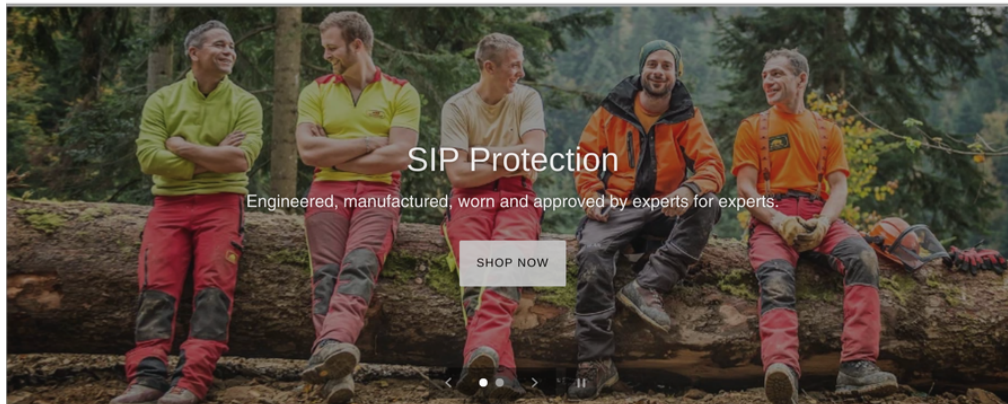
- Customized Shopify Password Protected Page
- Set B2B Login & Lock Access (Force Login Rule Type)
- The default Shopify page after login was modified. Users will enter directly to the last page they clicked
- Main Menu was set including the following pages: Home, Core Brands, Other Brands, About Us, and Contact Us
- Collections have images and descriptions
- The landing page layout was designed
- The "Create an Account " option was deleted
- Powered by Shopify at the footer was deleted
- The promotional banner at the top was added
- Sync some products



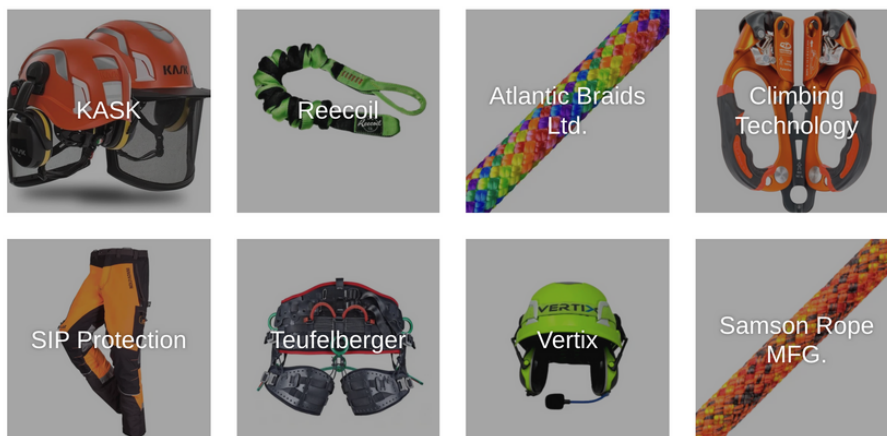
Shopify Plus- Prosite Distribution



[Home](#) [Core Brands](#) [Other Brands](#) [About Us](#) [Contact Us](#)



CORE BRANDS



Dealer Discount!

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[CONTACT FORM](#)



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Under its roof, TEUFELBERGER harbors a wealth of technologies which it utilizes to manufacture its product solutions. Today, its vast product portfolio includes steel wire ropes for ropeways, cranes, and forestry work, synthetic fiber ropes for yachting, fall protection, tree care, and industrial applications



Climbing Technology

35 years of experience have made Climbing Technology a company that is capable of perceiving the market needs and turning those needs into innovative products for mountaineering, sport climbing and for safety while working at height.



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Atlantic Braids Ltd. has a large selection of synthetic fibre rope manufactured to cover a variety of industry specific needs and countless other possible applications.

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SOLD OUT



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SALE



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from \$140.11



Teufelberger 9/16" Blue Fleck 3 Strand
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Teufelberger Ambassador Cutlery Set + Bag
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Amazon

Starting Point

Starting Date: September 20, 2021

2021	#Orders	#Units	Sales \$
Jan	7	13	1,160.55
Feb	10	12	1,027.53
March	11	11	1,573.37
April	8	8	867.54
May	8	13	532.16
Jun	15	28	1,509.72
Jul	7	18	774.49
Aug	9	16	766.88

Goals

Period: Sep 20-Oct 16

- Integrate Shopify and Amazon Seller Account
- Delete duplicate listings on Amazon
- Fix price difference and Add prices into the B2B
- Increase number the order

Results

Date Range: Sep 20-Oct 12

- Increased # of amazon orders (30 orders in the last 24 days from Sep 20 to Oct 13)
- **\$4,917.18** in sales in September (54.63% of the total sales in this year 2021)
- Fixed approximately 15% of product prices
- Current Active listings 203
- Closed 81 products
- Deleted 17 products
- Started the SEO around 15% of the listings have filled keywords, audience, description, bullet points, search terms

Amazon Channel includes 50 free orders per month

You are on day 24 of your 30 day free trial

30 of 50 orders used this month

Us Market

Total Product 266

Total Sales

- Last Year 2020: 0 Units | \$0
- This Year 2021: 0 Units | \$0

Canadian Market

Total Product 301

Total Sales

- Last Year 2020: 316 Units | CAD\$23K
- This Year 2021: 125 Units | CAD\$9K

2021	#Orders	#Units	Sales \$
Sept	20	25	4,917.18
Oct 12	9	13	708.36

Amazon

Date Custom | **Sales breakdown** Marketplace total | **Fulfillment channel** Both (Amazon and seller) | **Apply**

2021-09-01 | 2021-09-30

Sales snapshot taken at 2021-10-14, 7:58:22 a.m. PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
20	25	\$4,917.18	1.25	\$245.86

Compare sales Graph view Table view

Compare What's this

- Selected date range: 25 Units, \$4,917.18
- Same date range one year ago: 12 Units, \$924.90

Sales dashboard [Learn more](#)

[Refresh](#) [Download](#)

Date Custom | **Sales breakdown** Marketplace total | **Fulfillment channel** Both (Amazon and seller) | **Apply**

2021-09-01 | 2021-09-30

Sales snapshot taken at 2021-10-14, 7:58:22 a.m. PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
20	25	\$4,917.18	1.25	\$245.86

Compare sales Graph view Table view

	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
Selected date range	20	25	\$4,917.18	1.25	\$245.86
Same date range one year ago	9	12	\$924.90	1.33	\$102.77
+ % change from same date range one year ago	122%	108%	431.64%	-6.02%	139.23%

Date Custom | **Sales breakdown** Marketplace total | **Fulfillment channel** Both (Amazon and seller) | **Apply**

2021-10-01 | 2021-10-12

Sales snapshot taken at 2021-10-14, 7:56:49 a.m. PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
9	13	\$708.36	1.44	\$78.71

Compare sales Graph view Table view

	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
Selected date range	9	13	\$708.36	1.44	\$78.71
Same date range one year ago	6	23	\$342.44	3.83	\$57.07
+ % change from same date range one year ago	50%	-43%	106.86%	-62.4%	37.92%

ARB Climber Magazine Cover

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thearboriststore.com

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Tel: 604-474-2041

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605-1515 Broadway Street

Port Couquitlam, BC V3C 6M2

Tel: 604-474-2041



Available at

THEARBORISTSTORE.COM

E-commerce & Data Analysis

Amazon

I managed Atron's seller account from Feb 2019 to Aug 2021

My Role

My Results

I started managing Atron's seller account in Feb 2019. As a one-person show, I was in charge of the Amazon Seller Account aiming to improve the performance index (the account was at risk of deactivation), upgrade and create product listings, implement marketing strategies, and with the main goal of increasing online sales.

- Annual Growth : 2019 Canadian Market 411%, American Market 256%
- # of feedbacks: From 62 in 2018 to 473 feedbacks 2020; 4.7 Starts
- Inventory: Product listings US: 699; CAN: 792
Goal: 1,800 by the end of 2020
- No performance issues
- No risk of deactivation

Today, the company has a small team of 4 persons in the e-commerce department; I participated in the hiring and training process of the new members.

Numbers speak for themselves!

Canada - Amazon.ca

2018
Units Sold: 338 Sales: CAD\$5,640.82

2019
Units Sold: 1,207 Sales: CAD\$28,839.54

2020 (Year to Date)
Units Sold: 1,575 Sales: CAD\$32,587.09

US - Amazon.com

2018
Units Sold: 4,809 Sales: \$55,911.38

2019
Units Sold: 15,064 Sales: \$199,140.04

2020 (Year to Date)
Units Sold: 10,526 Sales: \$135,282.25

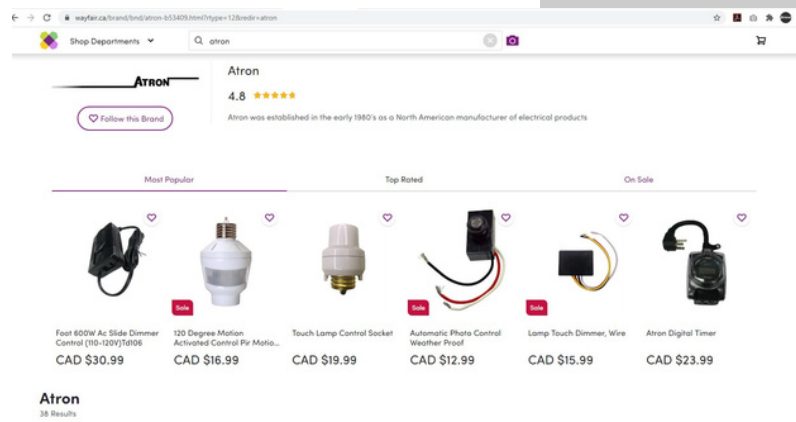
Wayfair

<https://www.wayfair.ca/brand/bnd/atron-b53409.html>

My Role

I was a pioneer in the process of setting up Atron's Wayfair seller account in Oct 2019

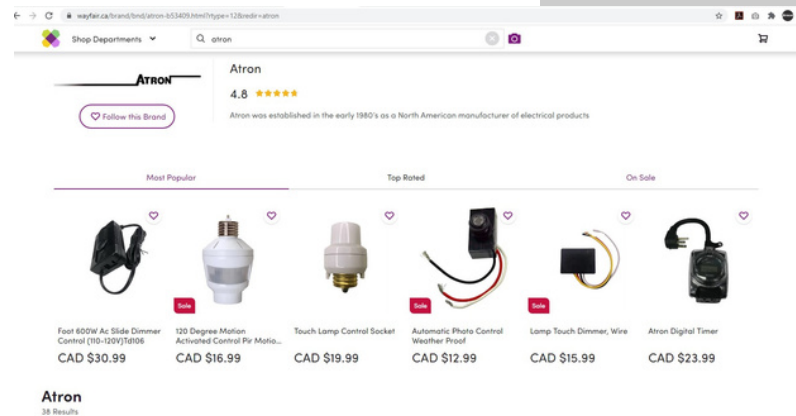
- Filled and completed the application and set-up process
- Created an Excel bulk sheet for Dimmers, timers, and Controls
- Added product listings (38 Products) including re-sizing, and re-taking photos, measuring items according to Wayfair guidelines.



Marketing & Ads

I have developed multiples marketing campaigns and ads during the last three years working with the amazon seller account and Google Ads. Targeting different audience and products depend on the season and market trends.

My first campaign was focused on reducing the number of items with more than 180 days in-stock to decrease long-term storage fees and recover the healthy performance.



Thank you!

LISETH SIERRA PORTFOLIO



FUTURE

