

Liseth Sierra

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Highlights of Qualifications

- Over ten years of experience in business development, human resources, e-commerce, and marketing
- Master of Digital Media, Bachelor's Degree in Economics and Human Resources Certificate
- Expertise in social media paid marketing, HR recruitment, training and development, SEM and SEO, and content creation
- Strong analytical skills (e-commerce seller accounts, data analytics, and social media KPIs)
- Excellent communication skills and attention to detail
- Strong problem-solving and planning abilities
- Proficient in Microsoft Office (Word, Excel, PowerPoint, Publisher), Adobe Acrobat DC, Photoshop, InDesign, QuickBooks, SAGE300, Misys, One-Eighty, Google Ads, Google Analytics, Shopify, WordPress, Mailchimp, Amazon FBA, HubSpot, Wayfair, and Syndigo

Business Experience

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| E-Commerce Manager | Universal Field Supplies - VSG, Mississauga, ON | 08/2021 to Present |
| <ul style="list-style-type: none">• Developing and executing comprehensive e-commerce strategies, enhancing online sales growth through website optimization SEO & SEM practices, user experience improvements, and conversion rate optimization• Managing operations for multiple online stores, including, thearboriststore.com and theforestrystore.com• Conducting performance analysis, tracking key metrics and utilizing insights to refine strategies• Leveraging data analytics and market research to identify trends and customer preferences• Developing and managing targeted marketing campaigns on social media, Google Ads, and Amazon, optimizing targeting and budget allocation to maximize ROI.• Updating the marketing calendar for emails and promotion materials Staying abreast of market trends and emerging technologies• Crafting engaging content, comprising graphics, videos, and written posts, to effectively convey brand messaging and drive audience interaction/ engagement• Collaborating with cross-functional teams to align e-commerce and social media initiatives• Drafting job descriptions for e-commerce and marketing roles and participating in selection processes.• Onboarding and training new team members, providing guidance and support as needed | | |
| SEO & E-commerce Manager | E-trafk Branding Agency, Toronto, ON | 03/2019 to 10/2021 |
| <ul style="list-style-type: none">• Optimized SEO, SEM, and KPIs to develop effective marketing strategies• Managed social media channels, including posts and content creation• Designed icons, gift cards, and other marketing materials for customers• Analyzed Amazon coupons and bids to maximize efficiency• Monitored Google Ads campaigns for real estate and restaurant clients• Developed comprehensive business plans, logos, branding, and websites | | |
| Professor | Seneca Polytechnic, Toronto, ON | 01/2023 to 05/2023 |
| <ul style="list-style-type: none">• MGS521 - Business Ethics and Values- Winter 2023: Facilitated deep exploration of ethics on both personal and business levels• Guided students in understanding complex ethical challenges faced by businesses and employees, emphasizing the importance of balancing personal and corporate values• Integrated ethical components into various aspects of organizational practices, including Corporate Social Responsibility, Environmental sustainability, Globalization, HR practices, Advertising, and Marketing• Utilized case studies to illustrate the significant impact of moral decisions on business success• Led discussions on "right-versus-right" dilemmas, encouraging students to utilize decision-making frameworks | | |
| E-Commerce Manager | Atron Inc., Toronto, ON | 06/2020 to 08/2021 |
| <ul style="list-style-type: none">• Managed multiple Google Ads campaigns. Analyzed ROI and other KPIs to optimize marketing strategies• Oversaw ecommerce channels (Amazon, Wayfair, and Etsy, Walmart, HomeDepot, Canadian Tire, Facebook Market)• UX/UI design, developed and optimized Shopify stores (WallplateWares.com JewelryUniquelyMe.com)• Enhanced Amazon listings with copywriting, graphic designs, and product images• Implemented SEM and SEO strategies for improved search visibility and conversion rate• Managed HR tasks including recruitment, onboarding, training, and employee relations | | |
| Admin & E-Commerce Coordinator | Atron Inc., Toronto, ON | 03/2019 to 06/2020 |
| <ul style="list-style-type: none">• Processed inventory updates (Product description, new listings, keywords, manuals, and media) | | |

- Managed data and Misys's Reports. Prepared weekly sales reports and meetings (items sold by sellerUS, SellerCAN, and FBA)
- Processed billing information, and POs from EDI, Amazon, Wayfair, and Shopify
- Managed HR functions encompassing recruitment, onboarding, training, and employee relations
- Led comprehensive onboarding programs to ensure seamless integration of new hires into the company culture
- Developed and facilitated employee training initiatives to foster skill development and career growth
- Nurtured positive employee relations through effective communication and conflict resolution strategies
- Implemented diversity initiatives and programs to promote inclusivity and equity in the workplace

Admin Representative (Contract) Bank of Montreal, Toronto, ON 02/2020 to 06/2020

- Indexed documents for lending and funding in the Automotive Finance Division
- Answered customers, dealerships, and branch inquiries regarding vehicle loans and payouts
- Helped dealerships with financial adjustments and account updates
- Managed lien payout requests and processed cheques for a loan deposit

Marketing Coordinator Image Made Real, Toronto, ON 03/2018 to 03/2019

- Managed schedules and calendars
- Coordinated projects with the City of Toronto
- Assisted in photo shoots and the production process by taking care of photo editing, lighting preparation, and video touch-ups
- Created marketing campaigns and advertisements proposals

Leasing Consultant Toronto Honda, Toronto, ON 05/2017 to 02/2019

- Maintained client's files and supported administrative processes required for licenses, and vehicle delivery
- Updated and maintained client database. Organized lease documents and coordinated with the sales manager and finance office leasing and sales agreements.
- Delivered positive customer experiences and handled incoming sales traffic.

HR Assistant Nissan Downtown, Toronto, ON 02/2016 to 04/2017

- Supported HR management tasks, including recruitment, selection and onboarding
- Assisted in recruiting sales representatives by posting job ads and sourcing candidates
- Participated in interview processes for junior-level positions, evaluating candidates' qualifications
- Contributed to the selection processes by conducting initial screenings and coordinating interviews
- Provided administrative support in maintaining recruitment documentation and applicant tracking systems
- Supported HR managers in ensuring compliance with OMVIC, company policies and legal regulations throughout the hiring process. Maintained a database of electronic and paper-based information files
- Organized files and agreements. Entered information in the system for Retail Delivery Report (RDR)

Administrative Assistant Print Three Oshawa, Oshawa, ON 05/2015 to 09/2015

- Helped with photocopies, scans, and artwork deliveries.
- Organized daily shipments, orders, deliveries, and collected payments
- Provided estimates and invoices via QuickBooks
- Transferred phone calls; answered email inquiries from clients/vendors, and prepared weekly sales reports

Corporate Trainer LMG Global, Toronto, ON 09/2014 to 05/2015

- Organized files and contracts for prospects and clients.
- Collected donations and monthly pledges for charity purposes (CAMH campaign).
- Worked in a Tim Hortons/CIBC credit card "Double-Double Visa Card" campaign.
- Coached, and developed my team by introducing the system and company culture
- Expanded professional network by representing the firm at conferences.

Education

Master of Digital Media Toronto Metropolitan University 2021 Toronto, ON
 Master's Research Project: Digital innovation in sustainable fashion: virtual fitting rooms as a strategy to minimize e-commerce returns and fashion waste - Supervisor: Dr. Anika Kozlowski

Human Resources Management Toronto Metropolitan University 2020 Toronto, ON

Economics, BSc University of Cartagena 2012 Colombia

Canadian Equivalent Bachelor's degree (World Education Services, 2014)

Publication: Quinones-Bolanos, E., Gomez-Oviedo, M., Mouthon-Bello, J., *Sierra-Vitola, L.*, Berardi, U., Bustillo-Lecompte, C. (2021). Potential use of coconut fiber modified mortars to enhance thermal comfort in low-income housing. *Journal of Environmental Management* 277, 111503.

Other Certifications

Marketing Course, Ryerson University, Toronto, ON, 2016 | Certified in Automotive Law and Ethics (CALE), OMVIC, Georgian College, Toronto, ON, 2016. | Certificate of Completion: Human Resource Management, University of Sinu, Colombia, 2011.