

Monica Seiva

E-commerce Operations | AI Operations | Automation

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PROFILE

E-commerce professional experienced in product catalogs, site merchandising, CRM and digital content. Actively seeking opportunities in E-commerce Operations, AI Operations and Product Operations. Building on this experience through recent study and personal projects in AI and no-code automation.

E-COMMERCE EXPERIENCE

E-commerce & CRM Specialist

Rakuten Brasil - São Paulo, Brazil | Nov 2016 - Apr 2018

- Managed product data, categories and website content; supported site merchandising and promotions.
- Supported CRM campaigns and segmentation; analyzed customer behavior and campaign performance.
- Supported marketplace and partner operations to improve product visibility and online performance.

E-commerce, CRM & Customer Experience Specialist

Marcyn - São Paulo, Brazil | Nov 2011 - Nov 2016

- Managed product information, digital catalogs, website content and promotional updates.
- Executed segmented CRM and email campaigns; optimized performance and maintained HTML/CSS templates.
- Managed creative briefs and designer schedules to deliver e-commerce assets and campaign materials.
- Coordinated a two-day product photoshoot, including studio and talent logistics, product selection, asset organization, SEO and catalog preparation.

ADDITIONAL EXPERIENCE & CAREER CONTEXT

Family Career Break | Dec 2023 - Present

Returning to the workforce after a family-focused career break. Recently began studying AI and automation through personal projects.

Sales Associate

Nordstrom - La Jolla, CA | Jan 2023 - Nov 2023

- Delivered personalized service and supported visual merchandising and inventory accuracy.

Sales Associate

Anthropologie - Palo Alto, CA | Nov 2019 - May 2022

- Supported daily store operations, personalized recommendations and on-brand merchandising.

EDUCATION

Professional Program Certificate, Graphic Design | UC Berkeley Extension | 2019 - 2021

Bachelor of Business Administration | Universidade Nove de Julho | 2008 - 2011

SKILLS & LANGUAGES

Product information management · Site merchandising · CRM & email marketing · Content management · SEO fundamentals · Basic HTML/CSS · Adobe Creative Suite

AI & no-code automation: Process automation, product data and content workflows (personal projects).

Portuguese: Native/Bilingual | **English:** Professional working proficiency