Monica Seiva

E-commerce Operations | Product Content & Catalog | AI-Assisted Workflows

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linkedin.com/in/monicaseiva | Portfolio and case studies: monicaseiva.com

SUMMARY

E-commerce and CRM specialist with 6+ years of experience in product catalogs, site merchandising, CRM and digital content at Rakuten Brasil and Marcyn, complemented by retail experience and an ongoing interest in how AI can support thoughtful, useful digital experiences. Brings a practical, people-centered approach to content, customer journeys and operations. Bilingual in Portuguese and English, seeking roles in E-commerce Operations, Product Content and Catalog, or AI Operations.

PROFESSIONAL EXPERIENCE

E-commerce & CRM Specialist

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

- Managed product data, categories and site content; supported 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.
- Ran segmented email campaigns and maintained HTML/CSS templates.
- Coordinated creative briefs and designer schedules to deliver e-commerce assets and campaign materials.
- Led a two-day product photoshoot, including studio and talent logistics, product selection, asset organization, SEO and catalog preparation.

ADDITIONAL EXPERIENCE & CAREER CONTEXT

Career Break | Dec 2023 - Present

Family responsibilities alongside independent learning and creative work exploring digital experiences and emerging AI applications.

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

ADDITIONAL INFORMATION

Brings together e-commerce operations, customer experience, creative production and emerging AI-enabled workflows. Known for connecting content, process and customer needs to make digital experiences clear, useful and engaging.

SKILLS

E-commerce & Digital Operations · Product Content & Catalog Management · CRM & Customer Experience · Digital Merchandising & Content · Creative Production & Storytelling · AI-Assisted Workflows · Workflow Design & Process Improvement · Portuguese (Native) · English (Professional)