

Lorrie Hurst

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SUMMARY

Innovative eCommerce and Management Professional with 10+ years of experience in process improvement, revenue growth, and team performance. Proven ability to streamline operations, drive revenue growth, and lead teams to deliver measurable results.

EXPERIENCE

eCommerce Manager

Data Storage Solutions Provider

June 2021 - Present, Columbus, OH

- Manage inventory across multiple sales channels, achieving 100% accuracy and ensuring consistent product availability.
- Optimize product listings, driving a 200% sales increase and enhancing customer engagement.
- Lead initiatives to improve product presentation, creating and editing visuals to elevate online showcases and strengthen brand perception.
- Apply data-driven strategies to drive measurable revenue growth, maximize conversions, and maintain rigorous quality standards.

Assistant Manager

Medical Dispensary

June 2020 - June 2021, London, OH

- Developed a cloud-based training system using Google Drive, reducing onboarding time by 15% and standardizing staff education.
- Enhanced product visibility and customer satisfaction by optimizing listings and retail sales, driving increased engagement and revenue.
- Ensured regulatory compliance by managing inventory in Metrc and performing regular audits.
- Streamlined the patient consultation process through Google Drive integration, improving satisfaction scores by 25% and fostering trust.

Warehouse Compliance Specialist

Pharmaceutical Wholesaler

August 2014 - June 2020, Columbus, OH

- Streamlined the Non-Conform process, reducing discrepancy resolution time by 64%, minimizing delays, and lowering operational costs.
- Trained and led teams of up to 15 employees, achieving 100% compliance with SOPs and regulatory standards.
- Managed logistics for damaged, expired, and recalled products, ensuring compliance and maintaining operational efficiency.
- Implemented standardized procedures, enhancing team performance and ensuring consistent quality.

PROJECTS

E-Commerce Branding and Optimization Project

Loot Pursuit • www.lootpursuit.shop • September 2024 - Present

- Implemented optimized e-commerce strategies that increased conversion rates by 25% and boosted user engagement by 30%.
- Established the cohesive "Loot Pursuit" theme, driving a 40% rise in returning customers and elevating brand recognition.
- Integrated AI tools for automated product descriptions and store policies, cutting manual workload by 50% and scaling operations efficiently.

AI-Driven Content & Engagement Project

Game Hub Genius • www.gamehubgenius.com • November 2023 - Present

- Implemented AI-driven content generation, cutting turnaround times by 40% and streamlining editorial workflows.
- Deployed machine learning for personalized recommendations, boosting user engagement by 35%.
- Leveraged analytics to refine user experience, driving a 30% increase in page views.

EDUCATION

High School Diploma

Newark High School • Newark, OH • 2001

SKILLS

Core Competencies: Process Improvement, Team Leadership, Inventory Management, Problem Solving, Communication, Training & Development, Customer Service

Technical Proficiencies: S2K, macOS, iOS, Wordpress, eBay, Shopify, Metrc, Google Drive, Microsoft Office, HTML, SAP, LeafLogix, Windows