

Lorrie Hurst

📍 Columbus, OH, USA 🌐 lorriehurst.com

SUMMARY

Experienced eCommerce and Operations Professional with 10+ years of success improving processes, optimizing workflows, and driving measurable business results. Recognized for enhancing efficiency, strengthening team performance, and supporting revenue growth through data-driven solutions. Brings additional experience exploring creative digital projects and emerging technologies to continuously expand technical and strategic capabilities.

EXPERIENCE

eCommerce Manager

IT Hardware & Storage Solutions Company

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

Licensed 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 Distribution Company

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.

SKILLS

Core Competencies: Process Improvement • Team Leadership • Inventory & Compliance Management • Operational Efficiency • Training & Development • Problem Solving • Customer Service • Cross-Functional Collaboration

Technical Proficiencies: Shopify • eBay • WordPress • Google Workspace • ChatGPT • Microsoft Office • S2K • SAP • Metrc • LeafLogix • Basic HTML • macOS • iOS • Windows • Workflow Automation • AI-Assisted Content Tools

PROJECTS

eCommerce Product Concept Project

Fun Filth • funfilth.com • May 2025 - Present

- Created a conceptual eCommerce project to explore digital identity, product presentation, and user experience through a humor-driven lifestyle theme.
- Developed and maintained a live prototype website to experiment with layout, tone, and visual structure in a learning environment.
- Applied AI-assisted tools and workflow automation to test creative direction and improve consistency across product and content design.

eCommerce Service Concept Project

Paws N Claws Xpress • pawsnclawxpress.com • January 2024 - Present

- Created a conceptual pet services brand to experiment with service-based eCommerce design and user experience principles.
- Developed a prototype website to explore site structure, content flow, and basic booking functionality within a learning environment.
- Applied user-focused design methods to test navigation, layout, and usability while refining skills in digital service design.

EDUCATION

High School Diploma

Newark High School • Newark, OH • 2001