

Lorrie Hurst

📍 Columbus, OH, USA 🌐 lorriehurst.com

SUMMARY

Operations and eCommerce leader with 10+ years driving efficiency gains and revenue growth through process optimization and data-driven strategy. Proven track record building high-performing teams, streamlining complex workflows, and delivering measurable business impact. Actively explores emerging technologies and digital innovation to stay ahead of industry trends and bring cutting-edge solutions to operational challenges

EXPERIENCE

eCommerce Manager

IT Hardware & Storage Solutions Company

June 2021 - Present, Columbus, OH

- Orchestrated inventory management across multiple eCommerce channels, maintaining 100% accuracy while ensuring seamless product availability and preventing stockouts.
- Increased sales by 200% through strategic product listing optimization, leveraging SEO best practices, competitive analysis, and customer behavior insights to maximize visibility and conversions.
- Elevated brand presentation by creating and editing product visuals, developing compelling online showcases that strengthened brand identity and improved customer engagement.
- Implemented data-driven merchandising strategies that consistently drove revenue growth, improved conversion rates, and maintained quality standards across all product categories.

Assistant Manager

Licensed Medical Dispensary

June 2020 - June 2021, London, OH

- Designed and implemented a cloud-based training system using Google Drive, reducing onboarding time by 15% and creating a scalable framework for consistent staff education across locations.
- Drove revenue growth and customer engagement by optimizing product listings and merchandising strategy, increasing visibility and enhancing the overall shopping experience.
- Maintained 100% regulatory compliance through meticulous inventory tracking in Metrc and systematic audit processes, ensuring adherence to state regulations and industry standards.
- Transformed the patient consultation workflow by integrating digital documentation, improving satisfaction scores by 25% and building stronger patient relationships through enhanced communication and accessibility.

Warehouse Compliance Lead

Pharmaceutical Distribution Company

August 2014 - June 2020, Columbus, OH

- Redesigned the non-conformance resolution process, reducing discrepancy resolution time by 64% and decreasing operational costs through streamlined workflows and improved accountability measures.
- Built and led a high-performing team of 15 employees, implementing comprehensive training programs that achieved 100% compliance with SOPs and regulatory standards.
- Managed end-to-end logistics for product returns, recalls, and expired inventory, ensuring regulatory compliance while maintaining operational efficiency and minimizing business disruption.
- Developed and implemented standardized procedures that improved team consistency, elevated quality standards, and reduced error rates across operations.

SKILLS

Core Competencies Multi-Channel Operations Management • Process Optimization • Inventory Management & Accuracy • Team Leadership & Training Development • Data-Driven Strategy • Performance Analytics • Quality Assurance & Compliance • Standard Operating Procedures (SOPs) • Customer Experience Enhancement • Cross-Functional Collaboration • Project Management

Technical Proficiencies eCommerce Platform Management • Inventory Management Systems (Metrc/SAP/VAI) • Google Workspace • Cloud-Based Systems • Product Listing Optimization • Visual Content Creation & Editing • Data Analysis Tools • Microsoft Office • POS Systems • MacOS • Windows • iOS

EDUCATION

High School Diploma

Newark High School • Newark, OH • 2001