

# Priya Okafor

## Junior Digital Commerce Executive

BSc E-Commerce graduate from De Montfort University with hands-on experience managing Shopify storefronts, running email marketing campaigns, and analysing online sales data. Completed a summer placement at an independent fashion retailer where I managed 240 product listings and grew the email subscriber base by 44%. Also worked part-time in a fulfilment warehouse, giving me a practical understanding of the full order lifecycle. Looking for a junior digital commerce role where I can apply my analytical skills and platform knowledge to drive online revenue.

### SKILLS

Shopify (store management) • Mailchimp (email campaigns) • Google Analytics 4 • Google Ads (Search & Shopping) • SEO (on-page optimisation) • Product Listing Management • A/B Testing • Microsoft Excel (VLOOKUP, pivot tables) • Canva (promotional graphics) • Social Media Marketing • HTML & CSS (basic) • Customer Journey Mapping • Data Analysis

### LANGUAGES

English - Native • Yoruba - Conversational

### EXPERIENCE

E-Commerce Placement Assistant, Aster & Bloom (Independent Fashion Retailer), Leicester *Jun 2025 – Sep 2025*

Supported the founder with day-to-day management of the Shopify store during a 12-week summer placement.

- Managed a catalogue of **240 SKUs**, updating product descriptions, images, and pricing for seasonal promotions
- Ran **A/B tests on product page layouts** that increased add-to-cart rates by **12%** over 6 weeks
- Built and sent weekly Mailchimp campaigns, growing the subscriber list from **1,800 to 2,600** and achieving a best open rate of **28%**
- Generated **£3,200 in direct sales** from a single campaign promoting a summer clearance collection

Warehouse Operative (Part-Time), XDP Express, Leicester *Jan 2024 – May 2025*

Part-time role during term and full-time during holidays, processing e-commerce orders for multiple retail clients.

- Picked, packed, and dispatched an average of **130 orders per shift** across fashion, homeware, and electronics categories
- Flagged a labelling error in the returns process that was causing **4% of returns** to be misrouted, saving approximately 2 hours of rework per week
- Maintained **99.2% pick accuracy** over 14 months, above the team average of 97.8%

### EDUCATION

BSc (Hons) E-Commerce in E-Commerce, De Montfort University, Leicester *Sep 2022 – Jul 2025*

Graduated with Upper Second Class Honours (**63% average**). Dissertation on *abandoned cart recovery strategies in UK online fashion retail*, graded **68%**.

- Relevant modules: Digital Marketing, E-Commerce Systems, Consumer Behaviour, Web Analytics, Supply Chain Management
- Won the **DMU E-Commerce Challenge** in Year 2 for the best mock Shopify store pitch

### CERTIFICATIONS

Google Digital Marketing & E-Commerce Professional Certificate, Google (via Coursera) *Jan 2025 – Mar 2025*

Shopify Foundations Certification, Shopify *Apr 2025 – Apr 2025*

### PROJECTS

Dissertation: Abandoned Cart Recovery in UK Fashion E-Commerce *Sep 2024 – Apr 2025*

Analysed abandoned cart recovery strategies across five UK online fashion retailers to compare personalised and generic approaches.

- Collected data from **1,200 simulated cart abandonment events** and tracked email recovery sequences
- Found that personalised follow-up emails recovered **9% more carts** than generic templates
- Recommended dynamic product recommendations in recovery emails, supported by retailer case studies

Group Project: Mock Shopify Store Launch *Jan 2024 – Apr 2024*

E-Commerce Systems module project building and launching a mock Shopify store for a fictional homeware brand.

- Designed the store layout, created **35 product listings**, and configured payment and shipping settings
- Ran a simulated Google Ads campaign with a **£500 mock budget** and projected a 4.2x ROAS based on benchmarks
- Team received a mark of **72%** and was selected for the end-of-year showcase

### REFERENCES

Sarah Jennings, Aster & Bloom, available upon request

## EXTRA CURRICULAR ACTIVITY

Committee Member, DMU Entrepreneurship Society

*Sep 2023 – Jun 2025*

Organised events and workshops for **85 active members** of the university's entrepreneurship society.

- Co-organised a **Shopify bootcamp** attended by 40 students, with guest speakers from local e-commerce businesses
- Managed the society's Instagram account, growing followers from **320 to 710** over one academic year

Volunteer, Leicestershire Digital Skills Programme

*Jan 2024 – Jun 2024*

Helped adults over 50 develop basic digital skills at weekly drop-in sessions run by the local library service.

- Supported **12 participants** with setting up email accounts, online shopping, and video calling
- Created a simple **printed guide** for navigating online supermarket delivery slots