# ESTEBAN ARCOS BARRERA

eCommerce Product Manager | Shopify · VTEX | Retail & Consumer Goods
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## PROFESSIONAL SUMMARY

Commercial Engineer and eCommerce Product Manager with over 5 years of experience managing owned digital channels in retail, food delivery and consumer goods. I work at the intersection of business and technology: I define channel priorities, analyze performance with data, and coordinate development, marketing and operations teams to turn insights into concrete actions. Experience with Shopify, VTEX, WooCommerce and Jumpseller platforms, CRM and marketing automation (Klaviyo, Mailchimp, Brevo), analytics (GA4, Power BI), and the use of artificial intelligence to optimize processes and build Shopify sites. Technical training in Full Stack development (Python) and UX/UI. Seeking Product Manager or eCommerce Manager roles in companies where the digital channel is central to the business.

## PROFESSIONAL EXPERIENCE

### eCommerce & Product Consultant

*Independent professional (retail clients) | Santiago, Chile | June 2024 – Present*

- Leading an active project to expand a Chilean eCommerce business into the U.S. market: market analysis, Shopify store adaptation, product localization strategy and go-to-market planning for the new channel.
- Using artificial intelligence (Claude and other tools) to optimize work processes: data analysis and market research, product content generation and structuring, automation of operational tasks and documentation.
- Building and developing Shopify sites with AI support, speeding up store setup, theme customization (HTML, CSS, JavaScript) and improvements to the shopping experience.
- Audited and optimized the purchase funnel (awareness, conversion, retention) on Shopify, WooCommerce and VTEX.
- Analyzed digital channel KPIs (traffic, conversion, average order value, cart abandonment, LTV) to identify actionable growth levers.
- Implemented email automation flows in Klaviyo and Mailchimp to reactivate users and increase repeat purchases.
- Managed catalog and product content: catalog architecture, categorization and on-page SEO to improve visibility and conversion.
- Diagnosed and resolved operational incidents, updated pricing, verified payment gateways and monitored online assortment availability.
- Configured Google Analytics 4 and Tag Manager to ensure accurate event tracking and business KPIs.
- Planned and executed the commercial calendar for seasonal campaigns (Cyber Monday, Black Friday).

### eCommerce Product Manager

*Meltpizzas and Underpizza – Victoria Food & Retail S.A. | Chile | December 2020 – April 2023*

- Managed the owned eCommerce channel (web and mobile app) for two food delivery brands (Meltpizzas.com and Underpizza.com): product mix, pricing, seasonal commercial calendar and brand content.
- Primary point of contact between the business and the external development agency: gathered and prioritized incidents, requested new developments and tested changes before release to production.
- Actively participated in the launch of the company's own mobile app: project follow-up, functional testing, post-launch incident management and iterative improvements based on user feedback.
- Tracked KPIs weekly (sales, traffic, conversion, average order value, retention) and delivered performance reports to commercial leadership with actionable recommendations.
- Evaluated and incorporated new tools and features into the platform, including functional testing and post-launch follow-up.
- Cross-functional coordination with Marketing, Operations and Customer Service to align digital execution with operational capacity and resolve customer-impacting incidents.
- Managed CRM: audience segmentation and email marketing and push notification campaigns to improve retention and LTV.

**eCommerce Analyst**

*Ecomsur (now Infracommerce) – LATAM Retail eCommerce Operator | Chile | January 2020 – December 2020*

- Managed eCommerce platforms for retail clients in Chile, Mexico and Peru on VTEX and Magento, ensuring operational continuity and online assortment availability.
- Maintained catalogs, pricing and promotional content for multiple brands simultaneously.
- Built performance reports with Google Analytics and Power BI: sales, traffic, conversion and inventory.
- Analyzed sales and inventory and proposed commercial actions to optimize conversion and reduce stockouts.
- Supervised payment gateways and order processing; coordinated with regional marketing teams in Mexico and Peru.

**Digital Marketing Analyst & Consultant**

*Woods Marketing Lab | Santiago, Chile | January 2017 – April 2018*

- Planned and implemented the annual Marketing Plan with a digital-channel focus for clients in healthcare and telecommunications.
- Managed and optimized Google Ads campaigns, including budget management and results analysis.
- Monitored digital KPIs and produced performance reports for clients.

**Corporate Marketing Developer**

*OPTIC Telecomunicaciones | Chile | December 2014 – April 2015*

- Developed internal and external marketing, designed plans to increase brand awareness, and took part in the team developing new products and services.

## EDUCATION

**Commercial Engineering (Business Administration and Management) – Pontificia Universidad Católica de Chile | 2010 – 2016**

- Teaching assistant in Marketing, Pricing and Promotion Strategies, Digital Marketing and Data Mining. Academic tutor in Calculus I, Calculus II and Introduction to Economics.

Full Stack Python Application Development Bootcamp – Skillnest / Talento Digital | May 2025 – December 2025

Postgraduate Diploma in Web Design and User Experience (UX/UI) – AIEP | January 2025 (90 hrs.)

Postgraduate Diploma in Agile Project Design and Management – Universidad de Playa Ancha | January 2025 (100 hrs.)

Intensive Program in Digital Commerce – eCommerce Institute | March 2022 – May 2022

## CERTIFICATIONS

- Claude 101 – Certificate of Completion
- AI for Research and Insights
- AI for Data Analysis
- AI for App Building
- Google Analytics Certification – Google (2025)

## TECHNICAL SKILLS

eCommerce Platforms: Shopify, VTEX, WooCommerce, Reaction Commerce, Jumpseller

Analytics & KPIs: Google Analytics 4, Power BI, Firebase, Meta Analytics

Digital Marketing & CRM: Google Ads, Facebook Ads, Klaviyo, Mailchimp, Brevo, email automation, on-page SEO

Artificial Intelligence: Claude, prompt engineering, AI for research, data analysis, and building apps and websites

Product & Project Management: Advanced Excel, Google Workspace, Jira, Trello, Asana, Agile methodologies

Web Development: HTML, CSS, JavaScript, Python, Django

Design: Figma, Adobe Photoshop, Adobe Illustrator, Canva

## LANGUAGES

Spanish: native | English: full professional proficiency (C2, EF SET 78/100, TOEIC 870) | German: elementary