

Maribeth P. Bañas

E-Commerce Virtual Assistant — Shopify & Klaviyo Focus

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SUMMARY

E-commerce Virtual Assistant specializing in Shopify store setup, product listing optimization, and Klaviyo email marketing. Built and managed two complete Shopify stores end-to-end — from supplier sourcing and vendor vetting to product cataloging, pricing strategy, and email flow design. Comfortable working independently, catching what a store is missing, and fixing it before it costs a sale. Background in social media management and 15 years of experience managing complex, detail-heavy work in fast-paced household operations.

CORE SKILLS

Platforms: Shopify, Shopify Partners (development stores), Klaviyo, Meta Business Suite, Metricool

E-Commerce: Product listing optimization, bulk CSV product uploads, supplier sourcing & vendor vetting (Alibaba), pricing & bundle strategy, Klaviyo email flows (Welcome, Abandoned Cart), campaign design

Content & Design: AI-assisted product photography (DALL·E), Canva, custom Liquid HTML/CSS storefront edits

Tools: Google Sheets, Notion, Claude, ChatGPT, Gemini, Figma

PROJECT EXPERIENCE

Heritage Varsity Co. — Shopify Store Build & Supplier Sourcing

Self-directed portfolio project

- Sourced and compared 3 Alibaba suppliers for custom apparel production, evaluating materials, MOQ, and trade terms
- Identified and excluded an unreliable vendor after repeated missed commitments, protecting the project from production risk
- Corrected an inflated \$580 retail price suggestion down to a market-tested \$279 by benchmarking against real comparable products
- Built and published a live, multi-product Shopify catalog with full product photography, descriptions, and Design/Materials specs

Haneul Skin — Brand Development & Shopify Build

Self-directed portfolio project

- Developed a complete skincare brand from concept with no existing product or supplier — naming, brand story, and product line
- Designed two ingredient-led product collections and a tiered offer structure (Discovery Kits for new customers, bundles for gifting/repeat buyers)
- Directed a consistent AI-generated photography style across 10+ products to maintain a cohesive brand look
- Built the full store on a Shopify Partners development account, including product pages, bundles, and brand story content

Product Listing Optimization — Case Study Series

Self-directed portfolio project across 3 product categories

- Audited real, live product listings across skincare, home décor, and pet apparel categories from a buyer's perspective
- Rewrote titles and descriptions to be benefit-led and scannable, replacing generic or templated copy
- Rebuilt each optimized listing live on Shopify to verify and document real before/after results

Klaviyo Email Strategy

Across Heritage Varsity Co. and Haneul Skin

- Built Welcome and Abandoned Cart flows designed around real buyer hesitation points, not generic automation templates
- Designed a seasonal email campaign matched to product positioning and collection strategy
- Configured dedicated sender addresses to protect deliverability and inbox placement

CERTIFICATIONS

- PROVA General Virtual Assistant Certification
- Social Media Management Certification
- AI Tools Certifications (multiple)

BACKGROUND

15 years of professional household management experience across Malaysia, Singapore, and the UAE, managing complex schedules, budgets, and multi-person coordination — transitioning that same attention to detail and reliability into e-commerce virtual assistance.