PROFILE OF AN E-COMMERCE SELLER

JOB DESCRIPTION

An e-commerce entrepreneur opens a virtual store and is responsible for the production, selling, and distribution of goods or services through that business. Daily responsibilities include inventory management, product manufacturing, business operations, and online marketing/advertising.

NATIONAL AVERAGE SALARY

$42,000 PER YEAR

RANGES FROM $31,000 - $95,000

SHOPIFY

Therese Kirrane, Program Manager of Open Learning

shopify.com

SOFT SKILLS

- Relationships & Teamwork
- Logistics & Organization
- Strategy & Critical Thinking
- Writing & Communication
- Research & Mechanics
- Aesthetics & Design
- Technology & Innovation

SUGGESTED TOOLS

- Accounting Software: Quickbooks, Freshbooks, Xero, TaxJar
- Photo Editing Software: Adobe Photoshop, Pixlr, Pixc, lots more
- Social Media Management: Buffer, Hootsuite, Trello, Later
- Mailing List Management: Mailchimp, Get Response
- Advertising: AdRoll, Google Ads, social media advertising e.g., Facebook, Instagram
- Analytics: Google Analytics

TYPES OF E-COMMERCE SELLERS

- MAKERS
  - Sell self-made products
  - Store inventory
  - Ship products to customers
- CURATORS
  - Sell third-party products
  - Store inventory
  - Ship products to customers
- DROPSHIPPERS
  - Sell non-physical goods (e.g., appointments, memberships, or experiences)
  - No inventory necessary
  - No shipment necessary
- SERVICE PROVIDERS

CAREER PATH

- Seller / Shop Owner or New Entrepreneur
- e-Commerce Marketing Specialist
- e-Commerce Manager

ENTRY LEVEL MID-LEVEL CAREER

SHOPIFY

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