



PROFILE OF AN E-COMMERCE SELLER



NATIONAL AVERAGE SALARY

\$42,000

 PER YEAR

RANGES FROM
\$31,000 - \$95,000

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.

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



- Sell self-made products
- Store inventory
- Ship products to customers



- Sell third-party products
- Store inventory
- Ship products to customers

- Sell third-party products
- Do not store inventory
- Ship products to customers



- Sell non-physical goods (e.g., appointments, memberships, or experiences)
- No inventory necessary
- No shipment necessary



CAREER PATH



SHOPIFY

Therese Kirrane, Program Manager of Open Learning



[shopify.com](https://www.shopify.com)

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INFORMATION SOURCE