**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.

**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

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

- **SERVICE PROVIDERS**

**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

**CAREER PATH**

- **ENTRY LEVEL**
  - Seller / Shop Owner or New Entrepreneur
  - e-Commerce Marketing Specialist

- **MID-LEVEL**
  - e-Commerce Manager

- **CAREER**

**NATIONAL AVERAGE SALARY**

$42,000 PER YEAR

$31,000 - $95,000

**INFORMATION SOURCE**

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