

Deyan Wickramaratna

631-974-9526 | deyan.wickramaratna@gmail.com

E-Commerce Web Development | Marketplace Growth | SEO/AEO | AI Automation | Catalog & Inventory Operations

Energetic, results-driven E-Commerce Growth, Web Development, and Digital Marketplace Leader with 8+ years of experience driving online sales growth, revenue generation, market share expansion, and customer engagement across Amazon Seller Central, Amazon Vendor Central, Walmart Seller Central/WFS/DSV, eBay, Google Shopping, Shopify, BigCommerce, WooCommerce, and owned e-commerce websites. Proven ability to develop growth strategies, optimize PDP content, imagery, SEO/search keywords, pricing consistency, brand integrity, inventory accuracy, CRO, paid media, analytics, marketplace performance, and IT-enabled e-commerce operations. Experienced in ERP implementation support, Google Workspace administration, EDI integration, inventory system integration, SKU/catalog database management, app integrations, technical SEO, onsite/offsite SEO, AEO, structured data, product schema, Core Web Vitals, and content optimization for Google AI Overviews and emerging answer-engine search behavior. Strong cross-functional partner to sales, marketing, operations, content, product, creative, agency, IT/vendor, and executive teams, with advanced Microsoft Office, Excel, reporting, and digital performance analysis skills.

Core Proficiencies

E-Commerce & Marketplace Leadership: Channel growth strategy, marketplace setup, seller/vendor account management, DTC/B2B sales operations, online merchandising, pricing governance, brand integrity, customer experience, trade show and cross-functional coordination.

Website Development & Platform Operations: Shopify, Magento, BigCommerce, WooCommerce, WordPress, theme/template updates, page builds, navigation, product pages, collection/category pages, conversion paths, Core Web Vitals, tracking implementation, QA, and site performance improvement.

SEO, AEO & AI Search Optimization: Technical SEO, on-page SEO, off-page SEO, schema/structured data, internal linking, keyword mapping, content hubs, product/category SEO, Google Search Console, AI Overview/AEO readiness, answer-first content, EEAT, and search-intent optimization.

Content Development & PDP Optimization: Product titles, bullet points, descriptions, imagery direction, rich content, landing pages, category copy, blog/editorial content, brand voice, conversion-focused copywriting, AIDA/FAB/PAS frameworks, and marketplace listing compliance.

Catalog, SKU Database & Inventory Management: SKU creation, product taxonomy, category mapping, variants, attributes, UPC/GS1 data, bulk uploads, feed accuracy, inventory sync, pricing files, promotions, product lifecycle updates, order workflows, and fulfillment coordination.

IT Systems, ERP, EDI & Inventory Integrations: ERP implementation support, Google Workspace administration, EDI/SPS Commerce coordination, inventory system integration, order/data flow testing, user access management, vendor coordination, troubleshooting, documentation, and systems QA.

Apps, Integrations & Automation: App selection, installation, configuration, API coordination, feed tools, marketplace connectors, shipping/order apps, analytics tags, CRM/email integrations, AI workflow automation, reporting automation, and process documentation.

Analytics, CRO & Performance Marketing: GA4, GSC, GTM, Looker/Sheets dashboards, conversion analysis, campaign reporting, Google Ads, Amazon PPC, Facebook/Meta PPC, ACOS/ROAS monitoring, promotions, email marketing, and customer behavior analysis.

Professional Experience

ECommerce & Websites Manager, Sage Camera LLC, Inwood, NY (July 2024 - Present)

- Manage end-to-end e-commerce website operations across product, content, SEO, UX, analytics, promotions, inventory coordination, and cross-functional execution to support online sales growth and digital performance.
- Lead technical, on-page, off-page, and AEO-focused SEO initiatives, including search-intent mapping, metadata, product/category content, internal linking, structured content improvements, and Google Search Console performance monitoring.
- Develop and optimize website pages, category pages, product detail pages, promotional landing pages, navigation structures, and conversion paths to improve discoverability, product visibility, user experience, and revenue generation.

- Improve CRO and customer journey performance through site enhancements, product recommendations, merchandising updates, responsive support workflows, campaign alignment, and ongoing QA of front-end functionality.
- Coordinate inventory workflows with operations teams to maintain accurate stock levels, product availability, pricing consistency, timely fulfillment, and compliance with e-commerce and security standards.
- Support IT-enabled e-commerce operations, including Google Workspace administration, user access management, inventory system integration, app configuration, data-flow testing, issue tracking, vendor coordination, and operational documentation.
- Oversee product content development, imagery coordination, listing data quality, and online asset management to maintain brand integrity and improve engagement across digital channels.
- Implement analytics frameworks to track KPIs, understand user behavior, evaluate sales trends, identify growth opportunities, and guide data-backed website and merchandising decisions.
- Manage third-party PPC, content, and creative partners, ensuring campaign calendars, SEO priorities, brand standards, and performance benchmarks remain aligned with business objectives.
- Support app integrations, tracking scripts, marketplace-related tools, and website enhancements by coordinating requirements, testing functionality, documenting issues, and improving operational efficiency.

Head of E-Commerce & Digital Marketing, Zulco International Inc., Bohemia, NY (May 2021 - July 2024)

- Led B2B/B2C e-commerce, marketplace, and digital marketing strategy, increasing online sales by 20% while expanding brand recognition, market share, and operational scalability.
- Managed and optimized Amazon, Walmart, eBay, Shopify, and other digital sales channels, launching 50+ products and contributing to a 57% sales increase through improved listings, pricing, content, and promotions.
- Owned marketplace setup, channel management, seller account operations, catalog governance, product taxonomy, SKU database maintenance, bulk uploads, listing optimization, marketplace compliance, and seller reputation workflows.
- Managed a \$2.5M advertising budget across Google Ads, Amazon PPC, Facebook/Meta PPC, and marketplace campaigns, reducing costs by 25% while protecting ROI and keeping ACOS under 20%.
- Improved paid and organic performance by reducing bounce rates by 42% and increasing conversions by 35% through CRO, campaign refinement, merchandising improvements, landing page optimization, and analytics-driven decisions.
- Built real-time dashboards and reporting systems to monitor sales, inventory, advertising, pricing, customer behavior, channel trends, and financial performance for faster executive decision-making.
- Drove technical SEO, on-page SEO, off-page SEO, product SEO, category content, keyword research, metadata, and search visibility improvements across web and marketplace properties.
- Supported ERP implementation, EDI/SPS Commerce workflows, inventory system integrations, catalog/inventory automation, pricing and promotion feeds, APIs, and spreadsheet/database workflows to reduce manual work and improve data accuracy.
- Partnered with agencies, internal teams, and external vendors to strengthen sales growth, listing quality, campaign execution, website performance, creative output, and customer experience.
- Built and developed a high-performing team, increasing productivity by 30%, sales by 18%, and customer retention by 25% through training, process documentation, platform education, and structured execution rhythms.
- Managed user access, platform permissions, Google Workspace-related administration, integrations, and operational controls across e-commerce systems to improve security, accountability, and day-to-day functionality.

E-Commerce & Digital Marketing Specialist, New York Belt Corporation, Farmingdale, NY (March 2019 - May 2021)

- Built and managed a stronger e-commerce presence across Amazon Seller Central, eBay, Walmart Seller Central, Shopify, Google Shopping, and social channels through optimized listings, inventory controls, and performance marketing.
- Developed and maintained Shopify website functionality, SEO-friendly product pages, collection structures, Google Shopping integration, and social commerce connections to create a unified digital sales footprint.
- Managed product inventory, pricing, category mapping, SKU data, attributes, titles, bullets, descriptions, imagery, catalog accuracy, inventory-system data, and marketplace feed integrity across internal systems.
- ERP implementation and connected marketplace, inventory, finance, API, EDI, and inventory-management system integrations to improve SKU data flow, order processing, stock accuracy, reporting, and cross-channel operational efficiency.

- Conducted keyword research and marketplace SEO optimization to improve product discoverability, listing quality, click-through rates, conversion potential, and compliance with platform standards. Led Google Ads, Amazon PPC, Facebook PPC, and SEM campaigns, tracking budget, ROAS, traffic, conversions, and marketplace KPIs for management reporting and ongoing optimization.
- Created B2B-focused email campaigns, digital content, promotional assets, product copy, and marketplace-ready creative while maintaining consistent brand voice and data accuracy.
- Supported P&L management, sales tax, expense tracking, margin awareness, and profitability analysis to align digital growth activity with financial discipline.
- Recruited and led a creative team of six, improving execution capacity for product content, design, marketplace support, and marketing production.

E-Commerce & Digital Marketing Manager, Zulco International Inc., Deer Park, NY (April 2017 - March 2019)

- Managed marketplace growth operations, product listings, inventory accuracy, pricing strategy, customer reviews, seller reputation, digital advertising, and daily e-commerce execution.
- Designed SEO-driven product listings with optimized titles, bullet points, descriptions, attributes, images, and enhanced visuals to improve visibility, click-through rate, and conversion performance.
- Built pricing and promotion strategies using competitive analysis, demand signals, margin goals, and channel performance data to improve sales conversion and profitability.
- Executed targeted campaigns across marketplaces and social media, refining audiences, creative, budget allocation, and acquisition costs to increase brand reach and lead generation.
- Implemented automated systems for daily order processing, catalog updates, pricing, inventory data flows, and operational workflows, improving accuracy, speed, and e-commerce efficiency.

Education

- **Marketing Analytics Nanodegree**, Udacity School of Business, United States of America
- **Digital Marketing Nanodegree**, Udacity School of Business, United States of America
- **Master of Business Administration (MBA)**, Wayamba University of Sri Lanka
- **Master of Science (MSc) - GIS & Remote Sensing**, University of Sri Jayewardenepura, Sri Lanka

Technical & SEO Tool Stack

E-Commerce Platforms: Shopify, Magento, BigCommerce, WooCommerce, WordPress, Amazon Seller Central, Amazon Vendor Central, Amazon SAS Core, Walmart Seller Center, Walmart WFS, Walmart DSV, eBay, Google Shopping, Facebook Shops, TikTok Shop.

Marketplace, Catalog & Inventory Tools: SellerCloud, ChannelAdvisor, SellerActive, Ecomdash, CIN7, SPS Commerce, GS1, UPC/barcode workflows, bulk upload templates, SKU databases, product feeds, category mapping, pricing and promotion files. **SEO, Analytics & CRO:** Google Analytics/GA4, Google Search Console, Google Tag Manager, Google Optimize, SEMrush, Helium 10, Jungle Scout, Optimizely, Looker/Sheets dashboards, Core Web Vitals, schema/structured data, AI Overview/AEO optimization.

Marketing & CRM: Google Ads, Amazon PPC, Facebook/Meta Ads, Mailchimp, HubSpot, Hootsuite, affiliate marketing coordination, email marketing, campaign calendars, social media content workflows.

Web, Data & Automation: HTML, CSS, JavaScript, SQL, XML, APIs, app integrations, feed automation, Excel advanced formulas, PowerPoint, Google Sheets, AI-assisted workflows with n8n, prompt engineering,.

Creative & Operations: Adobe Creative Cloud, product photography direction, graphic asset coordination, ShipStation, order workflows, fulfillment coordination, vendor/agency management, Asana, Wrike, Monday.com, Slack.

Web / Cloud / Analytics Tools: Advanced Microsoft Excel, Microsoft Office, PowerPoint, Google Analytics 4, Google Search Console, Google Tag Manager, Looker Studio, Google Optimize, SEMrush, Helium10, Jungle Scout, SellerCloud, ChannelAdvisor,

Deyan Wickramaratna

SellerActive, Ecomdash, Sellics, ShipStation, SPS Commerce, GS1, CIN7, Mailchimp, HubSpot, Hootsuite, Adobe Creative Cloud, HTML, CSS, JavaScript, SQL, XML.

Project Management: Asana, Wrike, Monday.com, Slack.

AI Tools: ChatGPT, Gemini, Claude, Copilot, OpenAI, Notion, Kimi

Volunteer Experience Highlights

- **Regional Expert Reviewer, Google Mapmaker Program** - earned high-volume edits and reviews, participated in international conferences, trained colleagues, and collaborated with Google product leadership on map and local web data quality.
- **Co-Manager, Google Business Group (GBG) Colombo Chapter** - helped develop a community of professionals sharing knowledge about Google web technologies for business growth and digital adoption.
- **GBG Trainer, Google Business Group** - facilitated courses including Work on the Web, Advertise on the Web, Build Your Web Presence, and Make Your Business Social.