

Jacob Ezra Gerrish

Ecommerce & Marketplace Operations Leader

Shopify Plus • Amazon • Walmart • eBay • Etsy • Michaels Synergy • SEO / AI Search Visibility (GEO)

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Ecommerce and marketplace operations leader with 9+ years in retail and ecommerce — **5+ owning a six-channel marketplace business end to end**, reporting directly to the CEO and scaling it to **eight-figure revenue** and **seven-figure annual order volume** across Amazon, Walmart, Shopify Plus, eBay, Etsy & Michaels. Lead digital-shelf, assortment, pricing, promotion, and content strategy, pairing commercial analytics (traffic, conversion, AOV, forecasting) with automation that turns manual marketplace work into repeatable growth. Founder of SEMPITE, a consultancy where I build the tools, research, and AI-search visibility practice for the next shelf: ChatGPT, Perplexity, and Google AI Overviews.

eight-figure revenue • seven-figure annual order volume • 6 sales channels • tens of thousands of SKUs • sustained organic growth • 10+ client sites

CAREER HIGHLIGHTS

- **Scale:** grew a marketplace operation to **eight-figure revenue** and **seven-figure annual order volume** — throughput **5×** (5× daily throughput) and channel footprint from two platforms to six, reporting to the CEO.
- **Organic growth:** a **step change in organic clicks (+148% clicks YoY)** at Vogue; took a SEMPITE client from 0 ranked keywords to top-10 for her name and **#3 for her category term** in six weeks.
- **Test-and-learn:** Google Shopping product-title A/B tests across 13 lines (330+ SKUs) — winners gained **+40–66% clicks, +23–59% conversions**; rolled the format out as the catalog-wide content standard.
- **Builder:** automated five-marketplace catalog publishing (a day of manual work per channel eliminated); shipped an AI Search Visibility API, a 13-study research program, and a self-hosted AI stack at SEMPITE.

PROFESSIONAL EXPERIENCE

Product Development & Operations Manager | Vogue Group, Inc.

Mar 2021 – Present

Farmingdale, NY — New York textiles group; consumer-goods ecommerce across DTC and five marketplaces

- **Own all ecommerce and marketplace operations**, reporting directly to the CEO — strategy, execution, and performance reporting across Shopify Plus (two storefronts), Amazon, Walmart, eBay, Etsy & Michaels.
- Scaled the business to **eight-figure revenue** and **seven-figure annual order volume**, growing throughput from **5× daily throughput** while expanding from two platforms to six.
- Drove first-page organic rankings across priority product and category keywords — **a step change in organic clicks (+148% clicks, +103% impressions YoY)** — through large-scale SEO/GEO, UX, and content optimization, including a 300+ page "Fabric Directory" and 75+ curated collections with metafield-based upsells that lifted AOV and add-to-cart rate.
- Designed and ran **A/B tests of Google Shopping product titles** across 13 product lines (**330+ SKUs**) — lifting click-through portfolio-wide and up to +11–12% on winning lines, with top re-titled products gaining **+40–66% clicks** and **+23–59% conversions**; standardized the winning format catalog-wide.
- Own assortment strategy, pricing, promotion, and lifecycle for **tens of thousands of SKUs** within a six-figure SKU catalog — contributing demand forecasts and add/delete recommendations to the annual operating plan alongside the ordering department.
- Automated multi-variant catalog publishing across Shopify Plus (Matrixify), Amazon, Walmart, eBay & Michaels — replacing roughly **a full day of manual listing work per channel** with bulk deployment synchronized to Finale Inventory and ShipStation, improving catalog accuracy and in-stock availability.
- Built a PIM-style product data model (standardized fabric, weave, tag, coordinating-item, and HTS attributes) and a SKU-based digital asset management system (5+ years of media) — improving filtering, merchandising, customs compliance, and content governance across every channel.
- Partnered with marketing on paid Google Ads & Shopping campaigns, feeding shelf-content learnings into search; grew social audiences (Instagram 11K → 34K, Facebook 40K, 2K community group).
- Built and lead a cross-functional team of three (warehouse, photography, graphic design); authored fulfillment, wave-picking, and PDP SOPs in Monday.com and a 50-minute training program that cut warehouse onboarding to a **single day**.

Mineola, NY — digital consultancy: ecommerce operations, SEO, AI-search visibility, and website builds for small businesses and personal brands

- Founded and run the consultancy end to end — pricing, P&L, proposals, delivery, and hosting — across **8 client engagements** (actors, an author, an education consultant, a painter, local service businesses, an app founder) and **10+ sites built and hosted** on SEMPITE infrastructure, bilingual EN/ES with hreflang.
- Client results:** took an actor's domain from 0 ranked keywords and 0 backlinks to **top-10 for her name and #3 for "venezuelan casting"** (26-page bilingual site, 49 → 0 schema errors, site health green); grew an education client from **0 → 400+ search impressions** and won her a podcast booking off a blog post; lifted sempite.com from 55 → 18.9K impressions.
- Productized the practice:** Brand Audit funnel (intake → 11-dimension audit → Stripe checkout → client portal), **AI Search Visibility API** with free / \$29 / \$99 tiers, a free-tools suite (AI Readiness Score, AI Citation Checker, llms.txt generator published to PyPI), an embeddable AI chatbot, and a client portal with CRM, mailbox, and self-serve site editor — all Python/FastAPI on Stripe.
- Published research:** monthly **AI Visibility Index** across 50 US markets (32% of Google's top-3 local businesses are never mentioned by ChatGPT) and 13 studies on AI-answer citation share (brand-owned domains hold 5.1% of citations in sports nutrition) — used as the sales narrative and internal-link hub for 80+ posts.
- Built the automation and AI stack:** self-hosted LLMs (35B), image generation, RAG knowledge base, and 21 scheduled jobs — including a daily blog pipeline publishing 2 schema-rich posts per site per day with EN/ES translation and IndexNow — plus Cloudflare-tunnel high availability with automatic failover; client data never leaves SEMPITE infrastructure.
- Delivered data-driven audits and proposals (34–48/100 baseline scores) to six businesses via a proprietary doc kit; earned coverage in BroadwayWorld, Hola, and La Guía Cultural producing client-facing NYC events.

Store Manager | W. H. Frank

Jul 2016 – Dec 2020

Central Islip, NY

- Managed **\$1M+ in annual sales**, an online storefront, and a team of 3 — daily operations, customer service, scheduling, and staff development.
- Built vendor relationships and negotiated inventory deals to reduce costs; used Excel to track sales trends and guide purchasing and promotional strategy.

CORE SKILLS & TOOLS

Platforms & Tools: Shopify Plus (Matrixify), Amazon Seller Central, Walmart Seller Center, eBay, Etsy, Michaels Synergy, Google Merchant Center & Shopping, Finale Inventory, ShipStation, Google Search Console, GA4, Ahrefs, DataForSEO, Excel (advanced, VBA), Monday.com, Stripe, Mailchimp, Photoshop & Illustrator

Operations: Marketplace & account operations, digital-shelf management, catalog & product lifecycle (PIM/DAM), annual operating planning (AOP) & demand forecasting, in-stock/OOS management, SOP & playbook development, workflow automation, cross-functional team leadership

Growth & Analytics: Commercial analytics (traffic, conversion, AOV), SEO / GEO / AI search visibility (ChatGPT, Perplexity, AI Overviews), structured data & entity optimization, CRO & A/B testing, pricing & promotion strategy, paid Google Ads/Shopping, merchandising & PDP optimization, email & social marketing

Technical: Python/FastAPI, SQL (SQLite), HTML/CSS, self-hosted LLM & RAG pipelines, Linux/Proxmox & Cloudflare, UX/UI, photography & graphic design • English, Spanish (conversational)

EDUCATION & SERVICE

SUNY College at Old Westbury — Coursework toward B.S., Finance | New York Military Academy — JROTC Program
 Advisory Board, Friends of Karen | Volunteer, Chabad of Roslyn

PORTFOLIO

sempite.com • gredivelvasquez.com • beyondcommoneducation.com