

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

Seller/Shop Owner or New Entrepreneur
ENTRY LEVEL

e-Commerce Marketing Specialist
MID-LEVEL

e-Commerce Manager
CAREER

SHOPIFY

Therese Kirrane, Program Manager of Open Learning



shopify.com

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INFORMATION SOURCE