ANDREW M PARRA RICO

+1 (201) 565-5878 | ricosandrew@gmail.com | Dunellen, NJ, USA | linkedin.com/in/andrewparrarico/
www.andrewparra.com | www.parrait.com

PROFESSIONAL SUMMARY

Marketplace management professional with 7+ years of experience scaling e-commerce businesses across Best Buy, Temu, and Shopify — from seller onboarding and large-scale catalog operations to advertising performance and web development. Builds AI-powered tools with the Claude API, Claude Code, and OpenRouter to automate content, reporting, and research.

EDUCATION

Rutgers, the State University of New Jersey - New Brunswick *September 2021 - May 2025*
Bachelor's, Information Technology Informatics

PROFESSIONAL EXPERIENCE

iBuy / 6ave.com
E-Commerce Marketplace Manager – Best Buy, Temu & 6ave.com *February 2025 – Present*

- Onboarded 6ave onto Best Buy Marketplace from scratch, growing it into a core revenue channel and managing a 10,000+ SKU catalog through Rithum/ChannelAdvisor feed management, GTIN/BSIN catalog mapping, and OTD compliance.
- Took over running the Best Buy account on Nov 10, 2025: $46.0M GMV through Oct 19, 2026, up from $3.1M from Jul 1 to Nov 10, 2025.
- Ran Best Buy Ads (MyAds) campaigns generating $14.1M+ revenue on $848K spend (16.63x ROAS) and 247M+ impressions since Nov 2025.
- Drove an 81% increase in net sales through cross-platform strategy, ad performance, SEO automation, and marketplace expansion.
- Launched iBuy's Temu storefront as one of the platform's original electronics sellers, scaling listings with optimized feed formatting and pricing.
- Ran Google Ads Performance Max campaigns to boost external traffic to 6ave.com; built a custom AI-powered tool using the Shopify API and OpenRouter to automate SEO-rich product descriptions and reviews, improving content speed by 70%.
- Led the full modernization and redesign of 6ave.com (mobile experience, site speed, layout), lifting average session duration 28%.
- Automated marketplace reporting: Power Automate flows that archive daily and hourly sales reports to Google Drive, plus a read-only Best Buy Ads reporting pipeline feeding PublishOS, an internal ads and listings dashboard.
- Manage a 2-person team across advertising and listings content, owning the Best Buy Ads budget and performance end-to-end.

ParraIT – E-Commerce Development & Digital Marketing Consultant
Founder & Lead Consultant
Clients: Manfredi Barbera USA Corp *September 2024 - November 2024*

- Designed and launched a custom, mobile-optimized Shopify storefront in under one week with GA4 + enhanced conversion tracking for U.S. market entry.
- Orchestrated a launch campaign that sold out 5 product lines and generated $250,000+ in gross sales in the first weeks of U.S. market entry.
- Built and executed Google Ads campaigns (Performance Max + Search) that achieved a 6.5x ROAS and a 40% lift in online sales vs. baseline.

PROJECTS

AI & Automation Projects (personal) *2025 – Present*

- Built a suite of Claude API tools: Cupel / FinanceOS (Plaid bank sync, AI tax-deduction pre-sort, duplicate-charge detection), TradeTorch (paper-only trading lab with a rule-checked agent and an SEC Form 4 / Congress-disclosure intel desk), Trendline (a Shopify app with four-signal product research and draft-store launch), and Spread (StockX arbitrage finder on the StockX Developer API).
- Parra Plat: a 3D "town" control room where each project is a building whose agents move only on real activity; hosted on Render.
- Ship with Claude Code and the Claude GitHub App from repo to deploy; built andrewparra.com this way, with a page per project at andrewparra.com/lab.

iBuy Bulk Marketplace *April 2025 – Present*

- Designed and led development of a three-phase B2B wholesale platform to replace manual distribution workflows.
- Pre-MVP in weeks: login, buyer verification, offer submission. MVP: React/Node.js portal with tiered pricing, ERP integration, dual dashboards.
- Phase 3 (in progress): expanding to real-time auctions, analytics, and API integrations for >1M SKUs.

6Ave.com Redevelopment & SEO Modernization *February – April 2025*

- Rebuilt legacy storefront with SEO-optimized, mobile-first design, cutting load times by 48% and reducing bounce rate by 24%.
- Integrated with WMS for real-time inventory sync and scalability; +36% organic traffic growth post-launch.

Temu Marketplace Launch & Growth *March 2025 – Present*

- Onboarded 500+ SKUs end-to-end with optimized product feeds, images, and pricing logic; built dashboards for GMV, returns, and profitability.
- Scaled channel to $60K+ monthly GMV in the first 90 days with <10% return rate.

SKILLS

AI & Automation: Claude API, Claude Code, OpenRouter, AI content generation, AI-based A/B testing, campaign automation, Power Automate
Digital Advertising & Marketing Strategy: Google Ads (Search, Display, Performance Max, YouTube), Best Buy Ads (MyAds), Meta Ads, SEO (Google Search Console, SEMrush), Conversion Optimization, Campaign Reporting, Client Storytelling
Marketplace Platforms & Operations: Best Buy Marketplace, Rithum/ChannelAdvisor, Mirakl, SPS Commerce, GTIN/BSIN Mapping, Feeds, OTD
Analytics & Data: Google Analytics 4, Google Tag Manager, Business Analytics, Data Visualization, Excel (Advanced), SQL (SQLite, Postgres)
Technical & E-Commerce: Shopify (API, Liquid, Webhooks), HTML/CSS/JavaScript, Node.js/Express, Python (automation, scripting), Plaid/StockX APIs
Design & UX: Canva, Figma, Adobe Photoshop & Illustrator, UI/UX Design Principles
Languages: Fluent in English & Spanish