

ANDREW M PARRA RICO

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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.

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.
- Ran Best Buy Ads (MyAds) campaigns generating \$11.5M+ in revenue on \$693K spend (16.62x ROAS) across 200M+ impressions since November 2025.
- Drove an 81% increase in net sales by leading cross-platform strategy, ad performance, SEO automation, and marketplace expansion across Best Buy, Temu, and 6ave.com.
- 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, increasing customer acquisition and return on ad spend; built a custom AI-powered tool using 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, enhancing mobile experience, site speed, and layout, resulting in a 28% increase in average session duration.
- Manage a 2-person team across advertising and listings content, owning the Best Buy Ads budget and performance end-to-end.

ParralT – E-Commerce Development & Digital Marketing Consultant

Founder & Lead Consultant

Clients: Manfredi Barbera USA Corp

September 2024 - November 2024

- Designed and launched a custom Shopify storefront in under one week, creating a mobile-optimized experience with GA4 + enhanced conversion tracking to support 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, driving rapid brand traction in a new market.
- Built and executed Google Ads campaigns (Performance Max + Search) that achieved a 6.5x ROAS and delivered a 40% lift in online sales revenue compared to baseline.

PROJECTS

iBuy Bulk Marketplace

April 2025 – Present

- Designed and led development of a three-phase B2B wholesale platform to replace manual distribution workflows.
- Pre-MVP: Delivered secure login, buyer verification, and offer submission in weeks.
- MVP: Built a React/Node.js portal with tiered pricing, ERP integration, and 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.
- Launched an AI-powered content automation tool for product descriptions and reviews, reducing listing time by 70%.
- Resulted in +36% organic traffic growth post-launch.

Temu Marketplace Launch & Growth

March – Present

- Managed end-to-end onboarding of 500+ SKUs with optimized product feeds, images, and pricing logic.
- Developed performance tracking dashboards for GMV, returns, and profitability.
- Scaled channel to \$60K+ monthly GMV in the first 90 days with <10% return rate.

SKILLS

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 Catalog Mapping, Feed Management, OTD Compliance

Analytics & Data: Google Analytics 4, Google Tag Manager, Business Analytics, Data Visualization, Excel (Advanced), SQL

Technical & E-Commerce: Shopify (API, Liquid, Webhooks), HTML/CSS, Python (automation, scripting), API Integrations

AI & Automation: AI-powered content generation, AI-based A/B testing, Automated campaign optimization

Design & UX: Canva, Figma, Adobe Photoshop & Illustrator, UI/UX Design Principles

Languages: Fluent in English & Spanish