

# NORIKO PRINCESS B. ITOH

E-Commerce Specialist | Social Media Manager

norikoprincessitoh@gmail.com · 0905-448-6002 · Quezon City, Metro Manila · [linkedin.com/in/noriko-itoh-b8a673203](https://www.linkedin.com/in/noriko-itoh-b8a673203)

## PROFESSIONAL SUMMARY

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Results-driven E-Commerce Specialist and Social Media Manager with 8+ years of experience in marketplace management, online marketing, and content creation. Proven track record in managing multi-platform e-commerce operations across Shopee, Lazada, and TikTok Shop — from product listing and inventory to customer service and account growth. Skilled in Meta Ads, performance analytics, and remote collaboration, with a consistent ability to drive measurable sales results and maintain strong platform standing.

## CORE SKILLS

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- E-Commerce Management (Shopee, Lazada, TikTok Shop)
- Product Listing & SEO Optimization
- Meta Ads & Paid Advertising
- Inventory & Order Management
- Customer Service & Client Relations
- Time Management & Organization
- Social Media Strategy & Management
- Content Creation & Copywriting
- Google Analytics
- Analytics & Performance Tracking
- Virtual Assistance & Admin Support
- Remote Collaboration

## PROFESSIONAL EXPERIENCE

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### E-Commerce Specialist | Vanity Beast

March 2021 – March 2026

- Managed end-to-end product listings, inventory monitoring, and order processing across Shopee, Lazada, and TikTok Shop
- Consistently fulfilled 100+ package shipments, earning Fast Shipping Shop recognition and maintaining excellent account health
- Handled customer inquiries, product concerns, and return/refund requests, ensuring prompt resolution and high satisfaction
- Planned and executed promotional discounts and campaign pricing to increase platform visibility and drive conversions
- Grew brand follower counts through consistent engagement and marketplace content aligned with campaign goals
- Managed Meta Ads campaigns and utilized Google Analytics to track performance and optimize ad spend for sales growth
- Reported to operations lead, coordinating closely with the shop owner on business priorities, targets, and deliverables

### Online Marketing Specialist / Social Media Manager | Freelance – Local Clients

December 2016 – March 2021

- Develop and execute social media strategies to boost brand engagement and awareness across Facebook and Instagram
- Create, schedule, and manage content across social media platforms and e-commerce channels
- Manage Meta Ads campaigns; analyze KPIs and ROI to optimize performance and budget allocation
- Optimize Shopee and Lazada product listings for keyword visibility, search ranking, and sales conversion
- Conduct market research to inform marketing decisions and identify competitive opportunities
- Manage client budgets, timelines, and deliverables in a fully remote work setup

### Customer Service Representative | Intelnet Global Services

June 2016 – November 2016

- Handled customer inquiries via phone, email, and chat with professionalism and efficiency
- Resolved issues promptly to maintain high customer satisfaction and retention rates
- Processed transactions and maintained accurate customer records
- Consistently met performance benchmarks for response time, quality, and service efficiency

## **EDUCATION**

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### **Bachelor of Business Administration**

Far Eastern University – Manila | Major in Business Management

*June 2012 – May 2016*