FERNANDO GALANTE

E-COMMERCE MERCHANDISING & DIGITAL COMMERCE PORTFOLIO

20+ years connecting marketplace operations, product content, catalog accuracy, digital merchandising, analytics and automation.

20+ YEARS Digital commerce experience	**50-200** Daily orders at scale	**4 MARKETPLACES** eBay, Amazon, Half.com, Fnac
13 STORES Retail data operations	**AI + AUTOMATION** Catalog and listing workflows	**GLOBAL** Multilingual customer markets

Selected focus: catalog operations, marketplace merchandising, product/listing content, visual asset coordination, pricing and inventory analysis, Excel automation, AI-assisted workflows and digital marketing.

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1. International E-commerce Operations

Marketplace execution at meaningful operating scale

Managed international digital-commerce operations across eBay, Amazon, Half.com and Fnac, including product listings, commercial presentation, pricing, customer communication, order flows, claims, returns and online reputation. At easytradegroup, operations reached approximately **50-200 orders per day** across international markets.

The role combined acquisition, conversion and post-sale execution rather than treating merchandising as an isolated content function. Multilingual operations covered Japanese, German, French and Italian through coordinated support, while Spanish- and English-speaking markets were handled directly.

Core capabilities demonstrated

• Marketplace listing creation and maintenance

• Product copy, imagery coordination and commercial presentation

• Pricing and international order operations

• Claims, returns and customer reputation management

• Google Ads and social acquisition integrated with commerce operations

• Cross-market and multilingual operating coordination

Google Ads credentials

Certified in Fundamentals, Search Advertising, Display and Video, with certifications obtained and renewed between 2008 and 2017.

2. Retail Catalog, Inventory & Commercial Data

Turning SKU-level data into merchandising decisions

From January 2024 to July 2026, managed and integrated commercial information for **13 retail stores**, connecting sales, stock movements, product performance and store requirements. Built dashboards, KPIs and Excel automations to analyze SKU rotation, margins, inventory levels and commercial opportunities.

The work supported pricing, purchasing, replenishment, redistribution and inventory-control decisions, while data-quality controls helped identify inconsistencies and operational errors before they affected decision-making.

Representative workflow

INPUTS	PROCESS	DECISIONS
Sales + stock + costs + movements	Structured data, validation, KPI calculation, exception detection	Pricing, purchasing, replenishment, redistribution

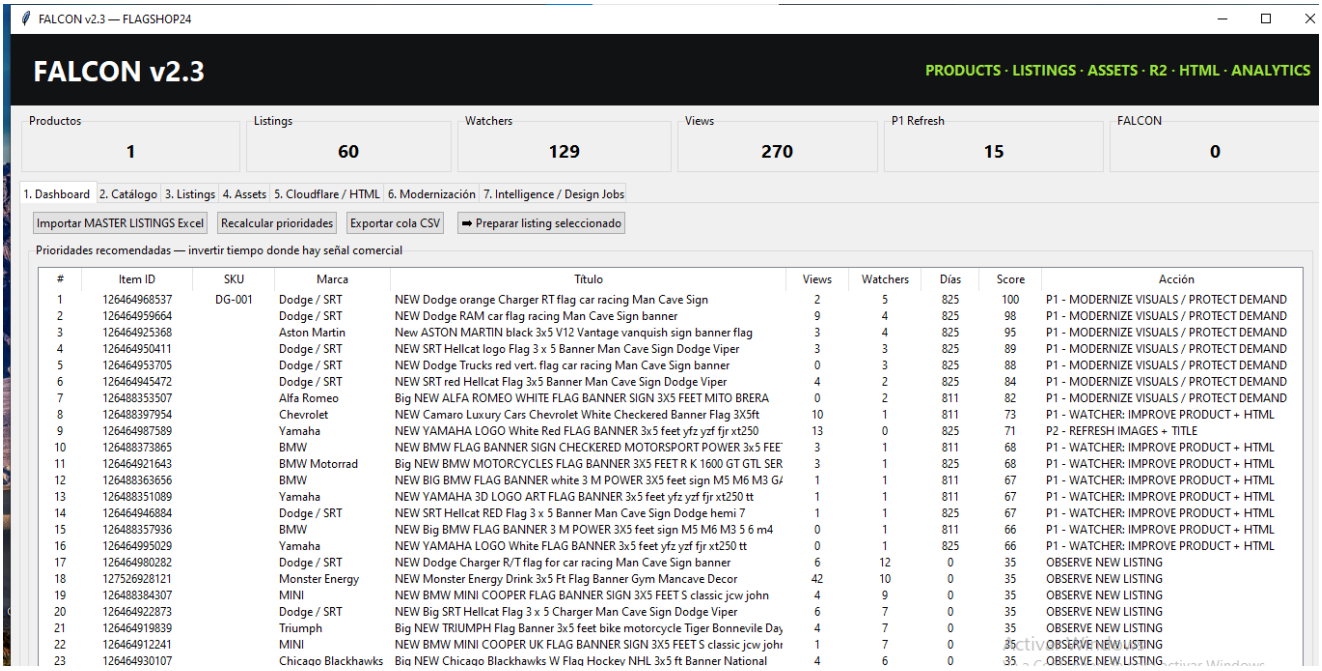
Relevant merchandising strengths

Catalog accuracy • SKU-level analysis • Inventory signals • Margin analysis • Product rotation • Bulk data handling • Advanced Excel • KPI design • Process controls • Commercial decision support

3. FALCON - AI-Assisted E-commerce Workflow

A hands-on operating system for research, catalog, assets and listing preparation

FALCON is an independently developed workflow that applies AI and automation to repetitive e-commerce tasks: market research, catalog enrichment, listing preparation, content generation, visual-asset QA, prioritization and publishing support.



#	Item ID	SKU	Marca	Título	Views	Watchers	Días	Score	Acción
1	126464968537	DG-001	Dodge / SRT	NEW Dodge orange Charger RT flag car racing Man Cave Sign	2	5	825	100	P1 - MODERNIZE VISUALS / PROTECT DEMAND
2	126464959664		Dodge / SRT	NEW Dodge RAM car flag racing Man Cave Sign banner	9	4	825	98	P1 - MODERNIZE VISUALS / PROTECT DEMAND
3	126464925368		Aston Martin	New ASTON MARTIN black 3x5 V12 Vantage vanquish sign banner flag	3	4	825	95	P1 - MODERNIZE VISUALS / PROTECT DEMAND
4	126464950411		Dodge / SRT	NEW SRT Hellcat logo Flag 3 x 5 Banner Man Cave Sign Dodge Viper	3	3	825	89	P1 - MODERNIZE VISUALS / PROTECT DEMAND
5	126464953705		Dodge / SRT	NEW Dodge Trucks red vert. flag car racing Man Cave Sign banner	0	3	825	88	P1 - MODERNIZE VISUALS / PROTECT DEMAND
6	126464945472		Dodge / SRT	NEW SRT red Hellcat Flag 3x5 Banner Man Cave Sign Dodge Viper	4	2	825	84	P1 - MODERNIZE VISUALS / PROTECT DEMAND
7	126488353507		Alfa Romeo	Big NEW ALFA ROMEO WHITE FLAG BANNER SIGN 3X5 FEET MITO BRERA	0	2	811	82	P1 - MODERNIZE VISUALS / PROTECT DEMAND
8	126488397954		Chevrolet	NEW Camaro Luxury Cars Chevrolet White Checkered Banner Flag 3X5ft	10	1	811	73	P1 - WATCHER: IMPROVE PRODUCT + HTML
9	126464987589		Yamaha	NEW YAMAHA LOGO White Red FLAG BANNER 3x5 feet yfz yzf fjr xt250	13	0	825	71	P2 - REFRESH IMAGES + TITLE
10	126488373865		BMW	NEW BMW FLAG BANNER SIGN CHECKERED MOTORSPORT POWER 3x5 FEE	3	1	811	68	P1 - WATCHER: IMPROVE PRODUCT + HTML
11	126464921643		BMW Motorrad	Big NEW BMW MOTORCYCLES FLAG BANNER 3X5 FEET R K 1600 GT GTL SER	3	1	825	68	P1 - WATCHER: IMPROVE PRODUCT + HTML
12	126488363656		BMW	NEW BIG BMW FLAG BANNER white 3 M POWER 3X5 feet sign M5 M6 M3 G/	1	1	811	67	P1 - WATCHER: IMPROVE PRODUCT + HTML
13	126488351089		Yamaha	NEW YAMAHA 3D LOGO ART FLAG BANNER 3x5 feet yfz yzf fjr xt250 tt	1	1	811	67	P1 - WATCHER: IMPROVE PRODUCT + HTML
14	126464946884		Dodge / SRT	NEW SRT Hellcat RED Flag 3 x 5 Banner Man Cave Sign Dodge hemi 7	1	1	825	67	P1 - WATCHER: IMPROVE PRODUCT + HTML
15	126488357936		BMW	NEW Big BMW FLAG BANNER 3 M POWER 3X5 feet sign M5 M6 M3 5 6 m4	0	1	811	66	P1 - WATCHER: IMPROVE PRODUCT + HTML
16	126464995029		Yamaha	NEW YAMAHA LOGO White FLAG BANNER 3x5 feet yfz yzf fjr xt250 tt	0	1	825	66	P1 - WATCHER: IMPROVE PRODUCT + HTML
17	126464980282		Dodge / SRT	NEW Dodge Charger R/T flag for car racing Man Cave Sign banner	6	12	0	35	OBSERVE NEW LISTING
18	127526928121		Monster Energy	NEW Monster Energy Drink 3x5 Ft Flag Banner Gym Mancave Decor	42	10	0	35	OBSERVE NEW LISTING
19	126488384307		MINI	NEW BMW MINI COOPER FLAG BANNER SIGN 3X5 FEET S classic jcw john	4	9	0	35	OBSERVE NEW LISTING
20	126464922873		Dodge / SRT	NEW Big SRT Hellcat Flag 3 x 5 Charger Man Cave Sign Dodge Viper	6	7	0	35	OBSERVE NEW LISTING
21	126464919839		Triumph	Big NEW TRIUMPH Flag Banner 3x5 feet bike motorcycle Tiger Bonnevile Day	4	7	0	35	OBSERVE NEW LISTING
22	126464912241		MINI	NEW BMW MINI COOPER UK FLAG BANNER SIGN 3X5 FEET S classic jcw johr	1	7	0	35	OBSERVE NEW LISTING
23	126464930107		Chicago Blackhawks	Big NEW Chicago Blackhawks W Flag Hockey NHL 3x5 ft Banner National	4	6	0	35	OBSERVE NEW LISTING

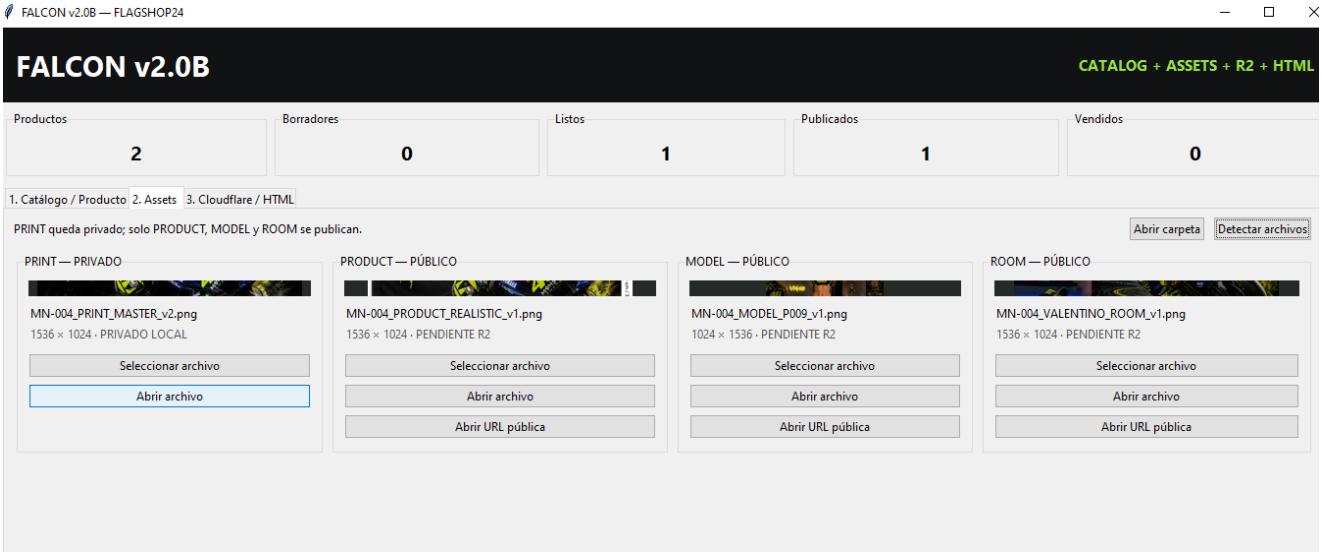
FALCON dashboard: product/listing prioritization using views, watchers, listing age and action recommendations.

The workflow combines commercial signals with structured operating gates so that research, product identity, visual assets and listing content remain traceable rather than becoming disconnected AI outputs.

4. Visual Merchandising & Digital Asset Operations

Structured asset roles for marketplace-ready product presentation

The Visual Factory separates the private print/master artwork from public product, model and lifestyle assets. This creates a controlled content pipeline in which each image has a defined commercial role and can be checked before publication.



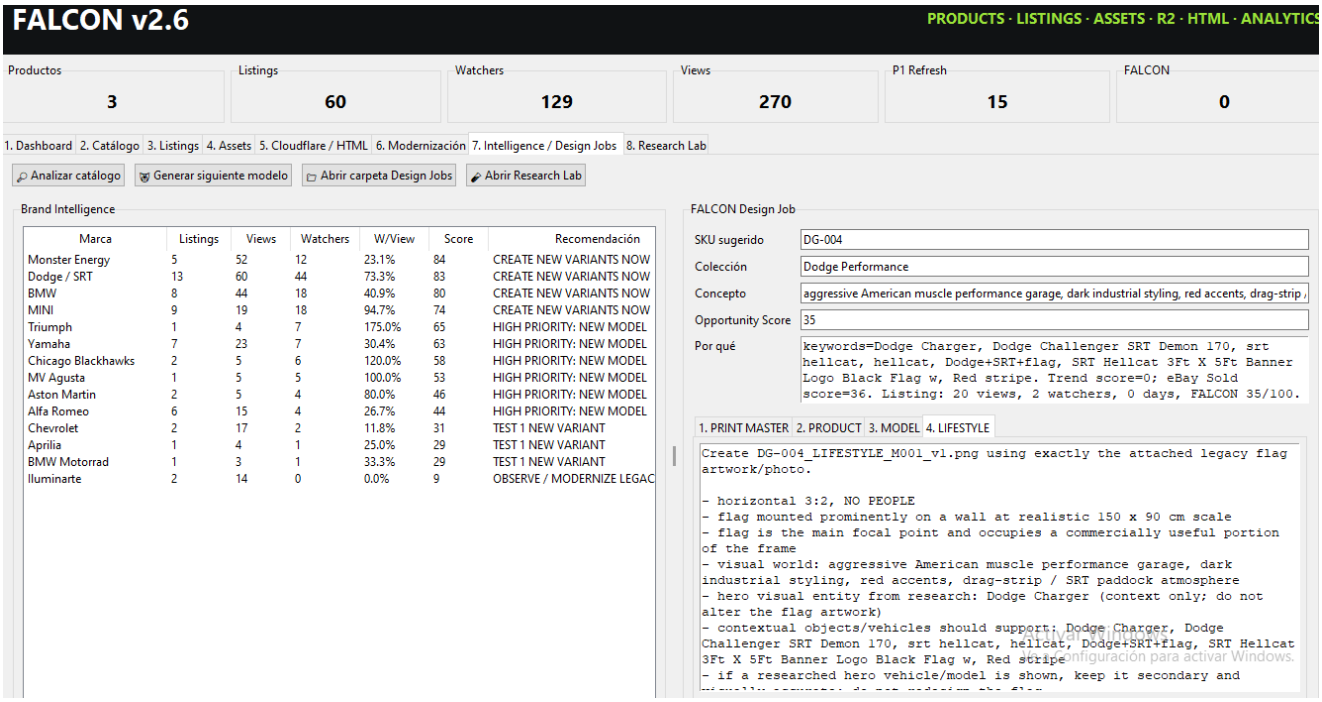
Asset management view: private master plus public PRODUCT, MODEL and ROOM/LIFESTYLE assets, integrated with Cloudflare/R2 and HTML workflows.

Key operating principles

- Consistent product identity across derived assets
- Visual QA before publication
- Catalog-to-asset traceability
- Cloud asset organization and public URL handling
- Reusable listing and HTML preparation
- Human approval gates for commercially sensitive outputs

5. Market Intelligence to Content Production

From evidence and opportunity scoring to a production-ready design brief



Example FALCON Design Job: market/brand intelligence translated into a structured brief for PRINT MASTER, PRODUCT, MODEL and LIFESTYLE outputs.

This project reflects the way I approach modern e-commerce merchandising: combine commercial evidence, catalog discipline, strong visual presentation and automation, while retaining explicit human review where quality and brand accuracy matter.

What I can bring to an e-commerce merchandising team

Hands-on execution: I am comfortable working directly with listings, product data, images, spreadsheets and operational exceptions.

Commercial judgment: I connect catalog decisions to conversion, inventory, pricing and customer experience.

Process building: I create repeatable workflows, controls and automation instead of relying on manual fixes.

AI pragmatism: I use AI as an operational accelerator, with structured inputs, QA and approval gates.

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