

Ruben Henriquez

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E-commerce Manager & Web Developer

Web developer and e-commerce professional with experience building WordPress sites for local business clients and managing multi-channel e-commerce operations at scale. On the development side, I build and maintain WordPress and React/Next.js sites, working primarily with Elementor and implementing technical, on-page, and local SEO. On the e-commerce side, I manage 250+ SKUs across multiple platforms, handle catalog operations, and optimize listings for search and conversion. My development background means I can handle technical problems on the e-commerce side that would otherwise need to be handed off to someone else. Bilingual in English and Spanish.

WORK EXPERIENCE

Plata Import **10/2025 – Present** **E-commerce Manager** **Buffalo**

- Manage 250+ active SKUs across Wayfair, Faire, Cymax, Bed Bath & Beyond, and Shopify for 3 in-house furniture brands.
- Revived a dormant Faire wholesale account from scratch — rebuilt the listing catalog, resolved account health issues, and turned it into an active revenue channel.
- Improved performance on underperforming Wayfair listings through pricing strategy, keyword research, attribute optimization, and imagery changes, moving products that hadn't sold in 6+ months.
- Built and maintain catalog management systems to keep SKU data, variant relationships, and specs consistent across all platforms at scale.
- Handle day-to-day account operations including promotions, flagged listings, and platform compliance across all channels.

GladDigital **07/2023 – 08/2025** **Web Developer & Digital Marketing Specialist** **Buffalo**

- Built and maintained WordPress websites for local business clients across multiple industries, primarily using Elementor.
- Implemented local SEO strategies through Google Business Profile optimization, on-page SEO, and technical SEO.
- Managed ongoing client relationships via monthly retainer agreements, handling updates and troubleshooting.
- Translated Figma designs into fully functional, responsive WordPress sites.
- Communicated with clients to gather requirements, suggest improvements, and keep projects moving.

Jethi Tech Solutions **12/2022 – 03/2023** **React Developer**

- Integrated Stripe payments API into front-end for subscription-based web applications.
- Built modular React components in accordance to design specifications.
- Participated in remote cross-functional team meetings to review progress and align on deliverables.

SKILLS

Elementor, Figma, Google Analytics, HTML / CSS, Next.js, Python, React, Search Engine Optimization (SEO), SEMrush, Shopify, TypeScript, WordPress

LANGUAGES: English, Spanish