

Jace Gan

Ecommerce & Marketing Operations

ghilliannejace.gan@gmail.com

Store: vanityhub.co · Instagram / TikTok @vanityhub_

Philippines based · works US hours

Ecommerce and marketing operations generalist with hands on experience running a Shopify beauty store end to end and has spent three years running operations and data for a marketing startup's events division. Writes the listings, makes the content, answers the customer, and builds the Google Sheets trackers that show what actually worked. Comfortable in small startup teams with no playbook.

29 live products on Shopify	17 designer brands carried	7 store collections	2,000+ promoter engagements analyzed a year	40% lift in attendance retention
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EXPERIENCE

Shopify Store & Social Media Manager

1 year · Present

Vanity Hub (vanityhub.co) · Online beauty shop on Shopify

- Manage the store end to end: sourcing and supplier vetting, product listings and photos, pricing, customer messages and orders.
- Sell authentic designer mini perfumes and cosmetics (Dior, YSL, Charlotte Tilbury, NARS, Rare Beauty, Carolina Herrera and more) to a Philippine audience.
- Write all product and collection copy in a plain, trustworthy voice that tells buyers exactly what they get.
- Create content and captions for Instagram and TikTok (@vanityhub_) and design graphics in Canva; top TikTok post reached 197.6K views.
- Maintain 29 live products across 17 brands and 7 collections, grouped by how people shop, as of Sep 2026.

Hosting Director — Operations & Data Analytics

Sep 2023 to Present

Parallel Dimensions · Marketing startup, nightlife events division · Makati, Philippines

- Analyzed event and promoter data to guide planning, contributing to a 40% lift in attendance retention.
- Managed a 27 person team coordinating 50+ promoters per event: briefing, answering questions, following up, and flagging problems before deadlines.
- Built and maintained Google Sheets trackers and dashboards for event data, team assignments and payouts, covering 2,000+ promoter engagements a year.
- Ran 4 events a month (48+ a year) end to end, including team assignments and on the ground execution.
- Handled salary computation, payout reconciliation and budget tracking every event cycle.

EDUCATION

BS Industrial Engineering · Mapua Malayan Colleges of Laguna

Aug 2025 to Present

BS Chemical Engineering · University of Santo Tomas

Jun 2022 to Sep 2024

SKILLS & TOOLS

TOOLS

Shopify · Canva · Klaviyo · Instagram · TikTok · Facebook · Google Sheets & Workspace · Claude

ECOMMERCE

Store operations · Listings and collections · Product copywriting · Supplier vetting · Customer service

MARKETING

Social content and captions · Email marketing · Performance tracking · Team coordination · SOPs