

Brittani Ramirez

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Target Role: E-commerce & Content Marketing Specialist

Professional Summary

E-commerce and content marketing specialist with 4+ years building and operating a multi-channel publishing and digital product business from the ground up. Hands-on experience with Shopify/Fourthwall storefront management, product catalog operations, Amazon KDP listings, email marketing, content creation, and organic growth strategy. Proven record of launching products, managing fulfillment workflows, and growing audiences with measurable results and \$0 paid ad spend.

Core Skills

E-commerce Operations | Product Catalog Management | Shopify | Fourthwall | Amazon KDP | Email Marketing Strategy | Content Marketing | Copywriting | Pinterest SEO | Marketplace Listings | Merchandising | Brand Content | Canva | Adobe Suite | WordPress | Analytics & Conversion Analysis | AI-Assisted Content Creation

Professional Experience

Founder / E-commerce & Marketing Lead

****Scribbles & Scriptures (Self-Employed)**** | New Jersey | 2021-Present

- Built and operated a direct-to-consumer publishing and digital product brand, launching ****35 original children's book titles**** across storefront and Amazon KDP channels.
- Managed storefront operations across ****Shopify (3+ years)**** and later ****Fourthwall****, including product setup, catalog organization, merchandising, pricing, fulfillment workflows, and customer experience.
- Managed Amazon KDP listings and product optimization, contributing to ****1,574 KDP units processed**** across published titles with ****\$0 paid ad spend****.
- Expanded fulfillment reach to ****4 countries**** through direct storefront and membership-based product delivery.
- Developed and merchandised digital and physical product lines including books, printables, planners, journals, music, and bundles.
- Created product visuals, sales assets, and brand content using ****Canva, Adobe Suite, ChatGPT, Midjourney, and Suno AI****.

Founder / Community Program Lead

****Scribbles & Scriptures Book Club (Membership Program)**** | Remote | 2024-Present

- Created and manages a paid membership community program with ****22 active members**** across ****4 pricing tiers****.
- Designed membership offers, pricing differentiation, and monthly deliverable systems for digital and physical products.
- Coordinated recurring fulfillment for members in the ****U.S., Canada, Australia, and the U.K.****
- Built visual sales assets and offer graphics to support member acquisition and retention.

Founder / Music Label & Content Producer

****HalleluYah Music Co. (AI-Assisted Music Brand)**** | Remote | Jan 2025-Present

- Launched and distributed ****19 original AI-assisted albums**** globally via ****Dis troKid**** across Spotify, Apple Music, and major streaming platforms.
- Reached ****59,507+ combined streams**** since launch (including ****16,876 Spotify**** and ****42,631 Apple Music**** streams) with ****zero paid promotion****.
- Produced music brand visuals, album artwork, and video assets using ****Midjourney, ChatGPT, Canva, and VEED****.
- Managed multi-channel content strategy across streaming platforms and YouTube properties, including faith-based music, lofi, and scripture-reading content.

Email Marketing & Growth Strategy (Owner-Operated)

****Scribbles & Scriptures** | Remote | Ongoing**

- Built and managed a ****462-subscriber**** email list through fully organic acquisition and website opt-in flows.
- Achieved ****18.87% open rate**** and ****7.01% click rate**** over the last 90 days, outperforming common click benchmarks.
- Owned campaign execution end-to-end: copywriting, design, send cadence optimization, and performance analysis.
- Used analytics and conversion-rate analysis to identify high-converting products and inform traffic growth priorities.
- Leveraged ****Pinterest SEO**** and content strategy to attract high-intent niche traffic and support list and storefront growth.

Office Manager

****Speedy Locksmith Services** | New Jersey | 2011-2014**

- Managed customer inquiries, scheduling, and dispatch across multiple service locations.
- Designed and maintained ****WordPress**** websites for multiple U.S.-based locksmith companies to improve online visibility and lead generation.
- Coordinated team operations, billing support, and client communications while maintaining service standards.

Receptionist

****Machinery Center** | New Jersey | 2006-2010**

- Managed front-office communications, client correspondence, and scheduling for an industrial company.
- Supported the sales team with lead generation, cold calling, follow-up coordination, and data entry.
- Processed purchase orders and supported general office and administrative operations.

Selected Achievements

- Built and operated a multi-channel e-commerce and content business spanning publishing, membership, music, and email marketing with no corporate budget.
- Demonstrated end-to-end ownership across storefronts, product launches, catalog management, content, and customer fulfillment.
- Grew audiences and engagement across email, membership, and streaming channels through organic strategy without paid ads.

Tools & Platforms

Shopify | Fourthwall | Amazon KDP | WordPress | Canva | Adobe Suite | VEED | YouTube Studio | DistroKid | ChatGPT | Midjourney | Suno AI

Education

High School Diploma – Coconut Creek High School (Class of 2009)

Additional Links (Optional)

- Business Email: support@scribblesandscriptures.com
- Membership: <https://members.scribblesandscriptures.com>
- Spotify Artist: <https://open.spotify.com/artist/4rTLTakP8J1rkddYlaUn96>
- Apple Music Artist: <https://music.apple.com/us/artist/halleluyah-music/1795521425>
- YouTube: <https://www.youtube.com/@HalleluYahMusicCo>