

ALEJANDRO FAJARDO NUNGARAY



CONTACT ME:

-  San Diego, California.
-  alejandrofajardon@gmail.com
-  +1 (619) 949-7711

CORE COMPETENCIES

- E-Commerce Strategy
- Shopify
- E-Commerce Operations
- Digital Transformation
- Sports Merchandise
- Product Merchandising
- SEO
- SEM
- Digital Marketing
- Customer Experience

LANGUAGE SKILLS

Spanish: Mother tongue
English : Professional

FIFA WORLD CUP QATAR 2022

Spectator Services Volunteer

EDUCATION

Centro de Estudios

Universitarios Xochicalco

Marketing Bachelor's Degree | August
2019 - August 2022

- Valedictorian of the generation.
- Overall GPA: 9,90 (out of 10)

PERSONAL PROFILE

E-commerce and digital marketing professional with 10+ years of hands-on experience building and scaling online businesses, with a specialized focus on sports, merchandise, and digital transformation. Experienced in Shopify, e-commerce operations, SEO/SEM, digital advertising, merchandising, UX, and customer experience. Built an e-commerce operation with 1,200+ products and 4,500+ SKUs that contributed to 45% year-over-year sales growth, with previous experience supporting the digital transformation of a Liga MX soccer club.

EMPLOYMENT

DoubleTree by Hilton Mission Valley

Purchasing and Receiving Manager | June 2025 - Present

- Manage purchasing, receiving, inventory availability, vendor coordination, and warehouse operations across hotel departments.
- Implement purchasing and inventory strategies focused on product availability, cost control, organization, and operational efficiency.
- Strengthen understanding of the operational and supply-chain processes that support successful retail and e-commerce businesses.

San Diego Padres

Guest Experience Ambassador Lead | Feb 2023 - March 2026

- Lead Guest Service Center operations at Petco Park during high-volume MLB events, supporting exceptional fan experiences in a fast-paced professional sports environment.
- Lead and support team members while resolving complex guest issues and coordinating operational needs throughout game days.
- Develop hands-on experience understanding fan behavior, expectations, and the in-stadium customer journey.

US Sportswear

Marketing & E-commerce Director | June 2022 - May 2025

- Led the digital transformation of a local sports merchandise retailer, taking the business from a primarily physical retail operation with minimal digital presence to an integrated e-commerce and digital ecosystem.
- Built and managed the company's e-commerce platform, launching and maintaining 1,200+ products and 4,500+ SKUs across the online catalog.
- Developed digital strategies across Shopify, SEO, SEM, Google Ads, social media advertising, merchandising, and customer acquisition, contributing to a 45% year-over-year increase in sales.
- Improved local search visibility and Google Maps presence, positioning the business competitively against major sports retailers including Fanatics and Lids in relevant San Diego searches.
- Developed the brand's digital and physical customer experience, including branding, custom e-commerce packaging, promotional inserts, in-store campaigns, and online promotions.
- Helped expand the product ecosystem by attracting supplier relationships with major sports brands including New Era and Mitchell & Ness.

Club Tijuana Xoloitzcuintles

E-Commerce Coordinator | January 2021 - May 2022

- Supported the development and launch of XOLOSHOP, the club's official e-commerce platform, helping transition merchandise operations from traditional physical retail into digital commerce.
- Contributed to the development of the club's official mobile application for iOS and Android, creating a digital channel to connect fans, content, community, and e-commerce.
- Managed e-commerce and digital initiatives within a professional Liga MX soccer organization during a major period of digital transformation accelerated by the COVID-19 pandemic.
- Worked across merchandise, digital content, customer engagement, and online sales to strengthen the connection between the club and its fan base.