TIKTOK SHOP

Nicole Andrea B. Bañares

Portfolio

E-commerce operations • Affiliate growth • Campaign management • Performance reporting

Profile

TikTok Shop & E-commerce Management

I manage TikTok Shop operations with a focus on growing revenue, activating affiliate creators, improving product visibility, and keeping the shop organized and compliant.

Shop Operations

Product setup, inventory, pricing, promotions, customer support, reviews, and account health.

Affiliate & Creator Management

Creator outreach, sample coordination, follow-ups, content tracking, Spark Codes, and creator activation.

Campaign Management

Campaign registration, promotional pricing, platform subsidies, sale preparation, and post-campaign review.

Performance & Growth

GMV/order tracking, reporting, competitor monitoring, product optimization, and growth opportunities.

Ads & Product Optimization

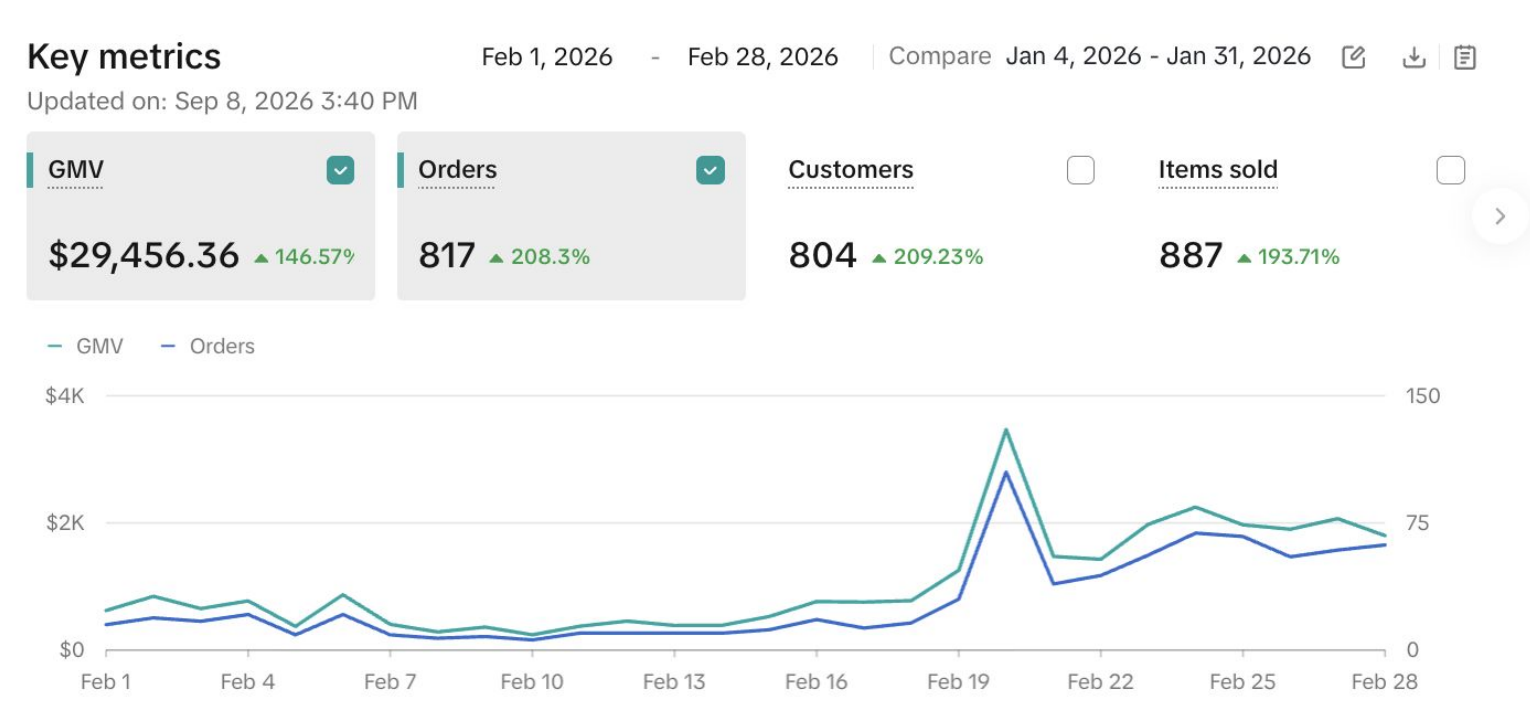
GMV Max support, ad authorization coordination, and listing/content improvements.

Compliance & Issue Resolution

Monitoring violations, shop score, fulfillment performance, and platform escalations.

Case Study 01 — February 2026 - Health/Supplement

Handled from January 2026 - August 2026



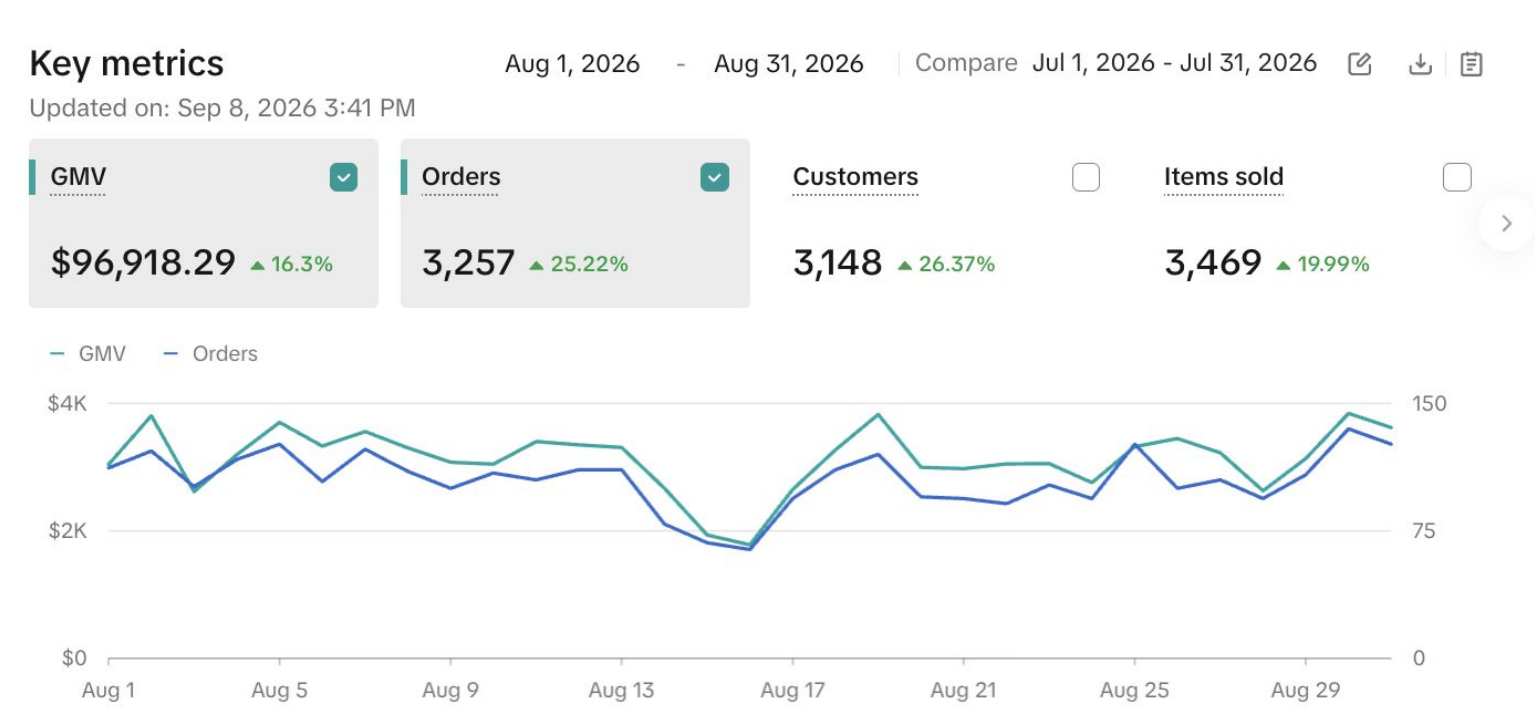
Key results

$29,456.36
GMV

817 orders • +208.30%
804 customers • +209.23%
887 items sold • +193.71%

Case Study 01 — August 2026 - Health/Supplement

Scaling a higher-volume shop



Key results

$96,918.29
GMV

3,257 orders • +25.22%
3,148 customers • +26.37%
3,469 items sold • +19.99%

Scaled TikTok Shop GMV from $29.5K in February 2026 to $96.9K by August 2026, representing a 229% increase in just six months. This resulted in an additional **$67.5K in monthly GMV** and more than **3.2× revenue growth**, demonstrating the ability to scale shop performance and sustain higher sales volume.

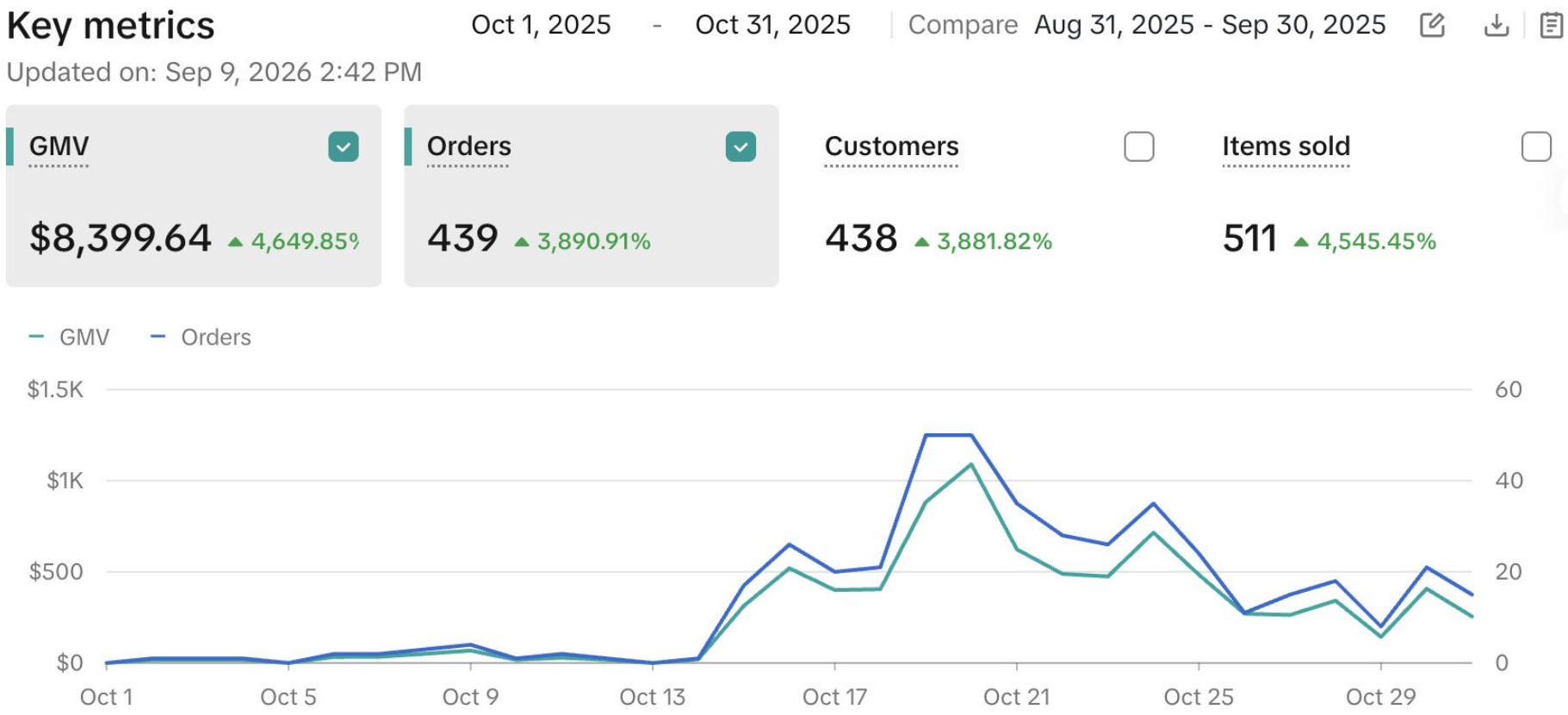
Case Study 02 — October 2025 - Beauty and Personal Care

Handled from October 2025 - August 2026

Key results

$8,399.64 GMV

439 orders • +3,890.91%
438 customers • +3,881.82%
511 items sold • +4,545.45%



Case Study 02 — August 2026 - Beauty and Personal Care

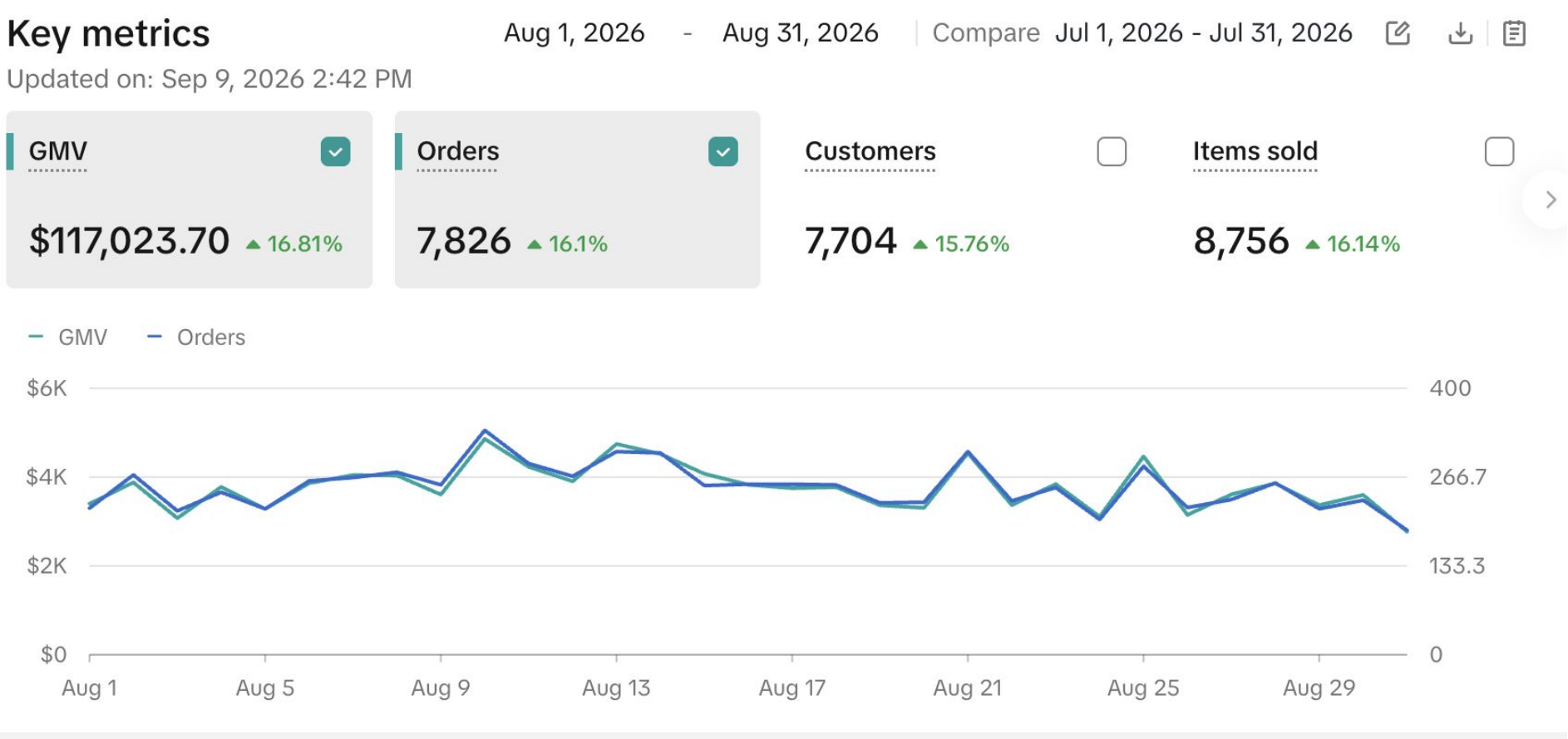
Scaling to six-figure monthly GMV

Key results

$117,023.70 GMV • +16.81%

7,826 orders • +16.10%
7,704 customers • +15.76%
8,756 items sold • +16.14%

Scaled TikTok Shop performance from $8.4K GMV in October 2025 to $117K GMV by August 2026 — a **1,293% increase.** During the same period, orders grew from 439 to 7,826 (+1,683%), customers increased from 438 to 7,704 (+1,659%), and items sold expanded from 511 to 8,756 (+1,614%). The results demonstrate sustained shop scaling, stronger customer acquisition, and significant growth in transaction volume.



Services

End-to-end TikTok Shop support

01	**Daily Shop Management**	Shop health, inventory, pricing, promotions, reviews, customer messages, and account monitoring.
02	**Affiliate Growth**	Creator sourcing, outreach, sample tracking, follow-ups, content status, Spark Codes, and reactivation.
03	**Campaign Execution**	Campaign registration, sale preparation, promotional pricing, platform incentives, and performance tracking.
04	**Content Coordination**	Content briefs, product demonstration guidelines, compliance checks, and posting follow-ups.
05	**Performance Reporting**	GMV, orders, customers, items sold, campaign results, creator performance, and actionable insights.
05	**GMV Max Management**	Campaign setup, budget and ROI monitoring, creative optimization, product performance tracking, and scaling opportunities.

ñ

Let's build a stronger TikTok Shop presence.