

Amber Pilcher

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EXPERIENCE

Owner and Operator

2019 – Present

Jewel + Bella

- Founded and operate an e-commerce business specializing in custom apparel, gifts, and personalized products.
- Manage product design, customer service, marketing, and day-to-day business operations.
- Utilize technology solutions and automation tools to improve efficiency and streamline workflows.

PROJECTS

St. Jude CareCircle App

- Led a 5-member team in developing a technology solution for families receiving treatment at St. Jude Children's Research Hospital.
- Developed user flows and feature requirements to improve communication, support coordination, and resource accessibility.
- Designed an interactive Figma prototype with separate parent and volunteer dashboards tailored to user needs.
- Created branding, interface designs, and presentation materials to communicate project recommendations and functionality.

AI-Powered E-Commerce Automation Workflow

- Designed and implemented an automated workflow integrating n8n, OpenAI, Google Sheets, Google Drive, and Etsy APIs.
- Developed workflow logic and API integrations to streamline operations and reduce manual effort.
- Automated product listing creation through AI-generated titles, descriptions, tags, and metadata.
- Applied AI-assisted automation to support scalable e-commerce operations.

Etsy Shop Business Intelligence Dashboard

- Building a BI project analyzing Etsy shop data to surface sales and operational insights.

SKILLS

Technical Skills: Process Automation, API Integration, Data Analysis, SQL, Figma, n8n, OpenAI, Google Workspace, Microsoft Excel

EDUCATION

University of Memphis

Bachelor of Business Administration, Management Information Systems. GPA: 3.87.

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