

Marcel Kersey

Operations Professional

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Operations professional with 10+ years of experience across customer experience, e-commerce, fulfillment, event logistics, and live event execution. Skilled in cross-functional coordination, team leadership, inventory and shipment operations, workflow improvement, and resolving complex customer and logistics issues.

Employment history

Enterprise Gifting & Fulfillment Program Manager • &DROP (Merch Division of ADVOC8) • 2022 – Present

- Manage end-to-end gifting and fulfillment programs for 6+ major client accounts including Scopely, Google, Audible, Amazon LEO, Josh Cellars, and YouTube, coordinating program execution according to stakeholder requirements.
- Coordinate orders, inventory, shipping, fulfillment, and delivery across concurrent programs, partnering with internal teams, warehouse partners, vendors, and stakeholders to keep projects on track.
- Manage and maintain e-commerce webstores, including theme updates, product launches, PDP creation and updates, and merchandising content while resolving tracking exceptions, address issues, and fulfillment challenges.

Merchandise Event Coordinator • &DROP (Merch Division of ADVOC8) • 2022 – Present

- Lead onsite merchandise operations for Pokémon GO Fest live events, overseeing inventory flow, product distribution, floor replenishment, POS readiness, and staff coordination to support high-volume event operations.
- Manage the full event merchandise lifecycle from onsite setup through post-event closeout, including product displays, inventory counts and reconciliation, cash-log review, and final reporting.

Customer Success Operations Manager • Simplistic LLC • 2019 – 2026

- Directed customer service and e-commerce operations supporting 1,000+ Shopify brands featured across GMA Deals & Steals, View Your Deal, and Shop Tam Fam, developing scalable workflows to manage high-volume customer support and order inquiries.
- Built and led customer support teams, overseeing onboarding, training, performance management, SLAs, macros, routing, and daily operations while maintaining consistent service standards.
- Implemented AI-powered workflows and automations within Gorgias and Zendesk and launched the company's Customer Service Consulting function, helping partner brands improve support processes and customer experience.

Production Coordinator • RAW:Natural Born Artists • 2017 – 2019

- Coordinated live-event production logistics, venue setup and breakdown, equipment readiness, timelines, vendors, and onsite execution.
- Troubleshoot real-time production needs and coordinated teams to keep event deliverables and closeout activities on schedule.

Event Logistics Coordinator • GPG Events • New York, NY • 2015 – 2017

- Partnered with the Events Coordinator on planning and onsite execution while leading storage and inventory organization for event equipment and supplies.
- Directed load-in, setup, breakdown, and load-out and supervised two Logistics Assistants, assigning responsibilities and keeping work aligned with event timelines.
- Resolved day-of logistical needs by adapting equipment, resources, and workflows as event requirements changed.

Education

High School Diploma • Bronx School Of Law and Finance • New York City • Sep 2006 – Jun 2009

Skills

Customer Experience Operations, E-Commerce, Shopify, Event Logistics, Production, Fulfillment, Inventory, Team Leadership, Training, Gorgias, Zendesk, Cross-Functional Coordination, Webstore Management, PDP Management, Carrier Issue Resolution, Customs Issue Resolution, Reporting, Escalations

Links

SID/EFFECT: sid-effect.com • LinkedIn (linkedin.com/in/marcel-s-kersey-178561100)