

VICTORIA FINE

Systems Architect & Integrator | E-commerce & AI Automation

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Portfolio: vifine.tech

PROFILE

Systems architect who has run the business the systems serve. 9+ years leading commercial and operational functions at retail and e-commerce companies — marketing, sales, procurement, fulfillment, warehouse, and finance, with full P&L ownership and teams of 50+ — now applied to designing the data architecture, automations, and AI agents that run those functions day to day. The systems get built around what actually moves revenue and cuts operating cost, because the architecture decisions are made with full ownership of the business outcome, not just the technical build.

CORE SKILLS & TOOLS

Practical execution platforms coupled with business intelligence models.

Operational & Databases

- Airtable
- Baserow
- Supabase
- PostgreSQL / SQL
- ERP / PIM Design
- Taxonomy Modeling

Workflow & Integration

- n8n
- Make (Integromat)
- REST API / Webhooks
- WhatsApp Business API
- Klaviyo
- Bitrix24 / CRM

E-Commerce & Frontend

- Shopify / Shopify Liquid
- Wix
- Figma
- HTML / CSS / JS
- B2B Wholesale Portals
- Multi-currency & Multi-lang

Operations & Business

- P&L, Cash Flow, Balance
- Unit Economics
- PIM Management
- Fulfillment Architecture
- Supply Chain Management
- BI Analytics (Qlik Sense)

AI Platforms: Claude (Anthropic), OpenAI, Manus — used daily to build automations and AI agent workflows.

EXPERIENCE

Director of E-commerce

ARTLINE GROUP EU S.R.L. | Slovakia | April 2026 — Present

Architecting and building the digital infrastructure for an international e-commerce operation (Europe, US, Australia): storefront, B2B portal, CRM, email marketing, and automation as one integrated system.

- Designed and launched a Shopify storefront supporting 7 languages and multiple currencies in 1.5 months; add-to-cart conversion rose from 18.2% to 33.86% after launch.
- Launched a B2B portal on Shopify with client accounts, custom pricing, and automated wholesale ordering.
- Built a unified PIM catalog in Airtable and a centralized library of multilingual marketing assets, standardizing catalog and content management.
- Implemented CRM on Bitrix24 and email automation in Klaviyo (flows, segmentation) to drive repeat purchases and retention.
- Designed and deployed automations via n8n, integrating Shopify, Airtable, Bitrix24, Klaviyo, and WhatsApp Business API into a single operational loop.
- Built end-to-end analytics and KPI reporting for revenue, conversion, average order value, LTV, CAC, and ROMI.

Chief Operating Officer (COO) / Director of E-commerce

FullFlat LLC | United Arab Emirates | April 2025 — April 2026

Designed and implemented a unified operational platform for a furniture e-commerce company, replacing scattered tools and manual processes with a single system connecting sales (Shopify), data management, finance, logistics, and suppliers; architected and shipped a line of AI agents to automate catalog and customer-facing operations.

- Built a PIM system for a 10,000+ SKU catalog with automatic data sync across sales channels.
- Implemented real-time financial reporting (P&L, Cash Flow, plan vs. actual) as part of the unified operating platform.
- Automated order processing, supplier coordination, and fulfillment — the system is used daily across every department.
- Designed and deployed 3 production AI agents on Airtable to automate catalog and order operations:
 - Product Classifier (Claude Sonnet): parses new products from the 12-hour supplier feed into class, category, subcategory, model, series, options (color/material/size), cost price, and base price, and generates SEO title/description — 92% accuracy, with Telegram alerts for QA.
 - Review Generator (Claude Sonnet, vision): analyzes delivery photos from the logistics partner, matches them to CSAT data or generates a review, creates an avatar, and publishes to the storefront — UGC automation with zero manual moderation.
 - Order Visualizer (GPT Image): composes furniture layout renders using real material swatches from a linked library — for a single product or a full customer order — and sends the result to the client via WhatsApp/email.
- Rolled out 100+ automations integrating Shopify, Airtable, Bitrix24, Stripe, Paymob, and other systems via n8n, significantly cutting manual operations.
- Led the Shopify storefront and customer journey, owning commercial analytics and online sales performance.

Head of Ecommerce & Digital

Indoor Environment Expert s.r.o. | Germany | January 2025 — April 2025

Owned the digital infrastructure for a European e-commerce operation: integrating the storefront, marketplaces, and a multilingual PIM into one data management system.

- Managed a multilingual product catalog in Pimcore across 4 languages, ensuring data quality and consistency across every sales channel (Shopify, Amazon, eBay, eMAG, Kaufland, OTTO).
- Led the rollout of end-to-end analytics on Qlik Sense to monitor sales, marketing performance, and channel effectiveness.
- Owned the full e-commerce cycle, including integrating the storefront with external services and databases.

Business Unit Director

EmEx Group | United Arab Emirates | September 2023 — December 2024

Launched and scaled a new business unit for an international B2B auto-parts marketplace from the ground up, building the data and integration architecture for a large-scale catalog and supply chain.

- Managed a product matrix of 10M+ SKUs across 70+ brands — large-scale data architecture and categorization.
- Built a BI-based analytics system for purchasing, assortment, and commercial decisions on large data volumes.
- Automated supplier and customer interaction processes, implementing CRM, SRM, WhatsApp Business API, and LiveAgent.
- Built an international supply chain of 300+ suppliers across Europe, Asia, and the US, integrating them into a single procurement workflow.

Commercial Director

TOP SPORTS | Russia | February 2017 — September 2023

Led the commercial and product organization of a distributor and wholesale company (sales, procurement, logistics, marketing, development/automation, warehouse), architecting the company's shift to an omnichannel, systematically automated sales model.

- Implemented a CRM system and BI analytics on Qlik Sense as part of the company's automation program; integrated WhatsApp Business API and a ticketing system for full visibility into commercial team communications.
- Led the warehouse automation project and WMS (Warehouse Management System) rollout.
- Led the omnichannel sales project — expansion onto Wildberries, Ozon, Amazon, Yandex Market, Vse Instrumenty, and Kuvalda.
- Grew company profitability 3.5x over 2018–2020 by launching the online sales channel (a B2B portal with 3,000+ users).

- Grew the marketplace channel's share of company revenue to 18% (2020) and 24% (2022) through systematic channel integration.
- Brought 2 private-label brands to market with a product matrix of 24,000+ SKUs (manufactured across 8 factories in China and Taiwan) — data and categorization at scale.

Marketing Director

Sverkai | Russia | February 2016 — February 2017

Led marketing and content production for a jewelry retail chain (16 direct reports, 21 B2B branches across Russia and the CIS); restructured product data and rebuilt the online store end to end.

- Restructured and re-categorized the product matrix, built a new nomenclature reference and rich content (photo, video, SEO copy) — taxonomy and catalog structuring.
- Led a full rebrand of the sverkai.ru storefront: customer behavior research, CJM, catalog business logic, and management of product and dev teams.
- Launched the TEOSA private-label brand on Wildberries (brand management in Russia, design in Italy, manufacturing in China).

Deputy CEO, Marketing

Megastroy LLC | Russia | July 2015 — December 2015

Owned marketing for a DIY hypermarket chain and coordinated the launch of an online channel as an integration project inside a large offline company.

- Coordinated the from-scratch launch of Megastroy.com, including integrating online sales into the operations of a large federal offline retailer.
- Developed the financial model for the loyalty program and owned software selection and integration.

EDUCATION & CERTIFICATIONS

Samara State University

Master's Degree, Sociology | 2001 – 2006

Samara State Pedagogical College

Teaching English as a Second or Foreign Language | 1996 - 1998

Airtable Builder Certification, Airtable Academy | 2026

Data-Driven Product Management, GoPractice | 2023

SQL for Product Analytics, GoPractice | 2023

Fundamentals of Data Analysis, Qlik Sense | 2017

Agile Project Management, Netology | 2021

Classical Project Management, PMBOK | 2011

LANGUAGES

Russian — Native • English — C1 (Advanced) • Hebrew — B1 (Intermediate)