

KRISTIE HASSELBERG

AI PRODUCT IMAGERY & ECOMMERCE CREATIVE SPECIALIST

 kristiehasselberg@gmail.com
 [LinkedIn](#)
 [Portfolio](#)
 Alberta, Canada | Remote

PROFILE

AI Product Imagery & Ecommerce Creative Specialist with 6+ years of Amazon experience across marketplace operations, visual content and a catalogue of 8,000+ SKUs. I create realistic product imagery, A+ Content and storefront creative with a customer-first approach focused on clarity, consistency and conversion.

KEY HIGHLIGHTS

-  **6+ YEARS**
Amazon & Ecommerce
-  **8,000+**
SKUs Managed
-  **SINCE 2023**
Working With AI

INDEPENDENT & SELECTED WORK

Product Refinery Studios

Independent Ecommerce & Visual Content Specialist

Mar 2025 - Present | Remote

Create AI-assisted product imagery and marketplace creative for ecommerce brands.

Everlyne

Owner & Ecommerce Operator

Dec 2025 - Present | Remote

Operate an ecommerce shop covering product development, listing creative and customer experience.

Bully Bites

Brand & Ecommerce Designer

May 2025 Aug 2025

Freelance
Developed brand direction, packaging concepts and launch-ready ecommerce creative.

CORE EXPERTISE

AI Product Imagery
Amazon Marketplace Management
Ecommerce Creative
A+ Content & Brand Stores
Visual Merchandising
Listing Optimization
Product Launches

TOOLS & PLATFORMS

- Creative** Adobe Photoshop | Canva
- AI** ChatGPT | Gemini | Nano Banana
Kling | Luma | Flair.ai
- Ecommerce** Amazon Seller Central | Etsy | Walmart

EXPERIENCE

SEP 2026 -
PRESENT
Remote

GIFTSFORYOUNOW

Amazon Marketplace & Ecommerce Creative Specialist

Contract

- Manage day-to-day Amazon marketplace operations across GiftsForYouNow and Weddingstar, including catalogue maintenance, listings, product launches, pricing, inventory, troubleshooting and ongoing account optimization.
- Support marketplace growth through listing improvements, keyword and content updates, A+ Content, Brand Stores, merchandising and Amazon Custom products.
- Create AI-assisted product imagery and ecommerce creative assets to support product launches, listings and brand presentation.

APR 2020 -
SEP 2026
Remote

WEDDINGSTAR INC.

Amazon Marketplace Specialist

- Managed daily Amazon marketplace and catalogue operations across the US, Canada and UK for more than 8,000 SKUs, including listing maintenance, inventory updates, pricing changes and bulk catalogue edits.
- Optimized product listings through copy improvements, keyword and content updates, A/B testing and ongoing performance-based adjustments.
- Resolved listing, compliance and catalogue issues while supporting product launches, Amazon Custom products and high-volume FBM and FBA operations.
- Maintained accurate inventory, availability, pricing and product data across a large and frequently changing catalogue.
- Created and maintained A+ Content, Brand Store pages, seasonal banners, product imagery and ecommerce creative to support merchandising and account growth.
- Introduced AI-assisted creative into the Amazon workflow, expanding into product imagery, lifestyle content, storefront assets, banners and video.

MAY 2017 -
APR 2020
On-site

WEDDINGSTAR INC.

Warehouse Fulfillment Associate

High-volume domestic and international order fulfillment before transitioning into ecommerce operations.