

Kai Farthing

Founder & E-Commerce Director | Multi-Channel Marketplace Specialist | Driving Profitable E-Commerce Growth

■ Havant, Hampshire, PO9 1NG	■ 07988 426669
✉ ■ kaifarthing@mail.com	■ kaifarthing.co.uk

Professional Profile

Commercially driven E-Commerce Business Owner with over 10 years' experience building, scaling and managing successful online retail businesses across multiple marketplaces. Founded and grew an e-commerce business from a small personal investment into a sustainable six-figure annual turnover operation, managing sourcing, supplier negotiations, digital marketing, customer experience and operational strategy.

Extensive experience selling across Amazon, eBay, Shopify, OnBuy and other marketplaces, with expertise in marketplace optimisation, inventory management, pricing strategy, international fulfilment and business growth.

A proactive problem solver with strong commercial awareness and a proven ability to identify opportunities, improve efficiency and deliver profitable growth.

Key Achievements

- Founded and grew an e-commerce business from startup to sustainable six-figure annual turnover.
- Manage over 800 active SKUs across multiple marketplaces.
- Built and optimised Amazon, eBay, Shopify and OnBuy operations.
- Improved website performance by approximately 50%.
- Increased conversion rates by around 25%.
- Successfully navigated VAT registration while maintaining profitability.
- Developed long-term UK and international supplier relationships.
- Automated and outsourced operations to improve efficiency.

Core Skills

E-Commerce: Amazon Seller Central, eBay, Shopify, WooCommerce, OnBuy

Commercial: Business Development, Revenue Growth, Pricing Strategy, Product Sourcing, Supplier Negotiation, Inventory Management

Digital Marketing: SEO, PPC, Email Marketing, Google Merchant Centre, Social Media Marketing

Analytics: Google Analytics, SEMrush, Hotjar, A/B Testing, Performance Reporting

Operations: Customer Experience, Stripe, PayPal, Klarna, International Shipping, Third-Party Logistics, Dropshipping, Project Management

Professional Experience

Owner & Managing Director — Scent Shave & All (2014–Present)

Founded and continue to manage a successful multi-channel e-commerce retailer specialising in FMCG products across health, beauty and personal care.

Responsibilities: Business strategy, supplier sourcing, pricing, marketplace management, digital marketing, customer service, financial management, website optimisation and international logistics.

Highlights:

- Grew the business to sustainable six-figure annual turnover.
- Built a catalogue of over 800 products.
- Increased conversion rates by approximately 25%.
- Improved website speed by around 50%.

- Expanded across multiple marketplaces.
- Introduced automation and outsourcing while maintaining profitability.

Education

HSDC College (2007–2009) – A Levels & AS Levels

Bourne Community College (2002–2007) – 10 GCSEs (Grade C and above)

Volunteering

Children's Worker – OneChurch (2010–Present)

Supporting children's activities and community engagement.

Youth Worker – OneChurch (2008–2020)

Mentored and supported young people through regular youth programmes.

Interests

Health & Fitness • Cooking • Songwriting • Personal Development