Terry Kinder

Jackson, MO (Remote) | terry.kinder@gmail.com
Website: https://tkinder.com

Summary

Product-content and data generalist with hands-on eCommerce catalog experience since 2000. Built and ran QuickKnife.com, a 3,000-product online store, managing product data through spreadsheet uploads and a vendor inventory feed, and writing keyword-focused product descriptions; later wrote and optimized Amazon listings for my own FBA business. Today I automate daily publishing with Python on Stonksmaster.com and use AI tools (ChatGPT, Gemini) in my daily work. Years of rating web content against detailed quality guidelines. Strong writer and proofreader, comfortable working independently and remotely. U.S. Army veteran, fluent in Spanish.

Skills

- **Product content:** product descriptions, features and benefits copy, listing optimization, editing and proofreading
- **Data:** Excel and Google Sheets, product data uploads and vendor feeds, data accuracy checks, SAP inventory reconciliation
- **Tools:** Python, HTML and CSS, AI tools (ChatGPT, Gemini), Google Workspace, Microsoft Office, Zapier, Airtable, IFTTT, WordPress, Blogger
- **Quality review:** rating content against detailed written guidelines, consistent and detail-oriented

Experience

Founder, Stonksmaster.com | Terry Kinder Enterprises | 2023–Present

- Built a daily financial forecasting site on Blogger, using Python to automate publishing of charts and weekly forecasts.
- Designed labels and site structure so daily content stays organized, crawlable, and searchable.
- Automated distribution of new posts to LinkedIn and Facebook through IFTTT.

Internet Evaluator (Contract) | Appen | 2018–Present

- Rate search results and web content against detailed quality and search-intent guidelines for major search platforms, giving a working view of what search engines reward.

Customer Service Associate (Remote) | Concentrix | 2026

- Supported Intuit TurboTax customers one-on-one, solving technical and account problems under tight seasonal deadlines.

Amazon FBA Store Owner | Terry Kinder Enterprises | 2013–2019

- Wrote and keyword-optimized product listings and backend search terms for discoverability and conversion.
- Managed sourcing, category placement, fulfillment, and seasonal planning across many concurrent product lines.

Owner, QuickKnife.com | DRK Associates | 2000–2006

- Built an online knife store on Yahoo Store with about 3,000 product pages and 30 brand pages.
- Kept the site high in Google rankings through keyword research, search-focused titles, breadcrumbs, internal linking, and product descriptions.
- Managed product data through spreadsheet uploads and a 5,895-item vendor inventory feed via FTP.
- Added a knife articles section through a FindArticles content partnership.

Retail Merchandising (Contract Roles) | Premium Retail Services, Touchpoint 360, Lawrence Merchandising, MarketSource | 2006–2008, 2018–2022

- Worked with store managers on resets, planogram compliance, and displays for national brands; trained retail staff on products.

Shift Supervisor | Wahlco Plastics | 2008–2013

- Led a four-person crew to the highest productivity in our area.

Earlier: International sales, Motorcycle Stuff (2001–2007); new media and web development, Red Letter Communications (1999–2000); inventory reconciliation in SAP for Procter & Gamble via Manpower (1998–1999).

Psychological Operations Specialist, Sergeant | U.S. Army | 1992–1996

- Wrote and produced Spanish-language radio spots with a Military Information Support Team in Guatemala City.

Education

B.A., Political Science | University of Washington, Seattle
Front-End Web Development coursework | Code Labs | 2022