



Michael ANDERSON

ASSISTANT STORE MANAGER

Strategic and innovative Assistant Store Manager with a specialization in e-commerce integration and digital marketing. Recognized for the ability to bridge traditional retail with online platforms to create a seamless customer experience. Proven expertise in utilizing digital tools to enhance operational efficiencies and drive sales growth. Strong analytical skills enable the identification of market opportunities and the optimization of product offerings to meet consumer demands.

CONTACT

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SKILLS

- e-commerce integration
- digital marketing
- data analysis
- customer personalization
- hybrid retail strategies
- team training

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
MARKETING, DIGITAL MARKETING
FOCUS, UNIVERSITY OF TECHNOLOGY,
2021**

ACHIEVEMENTS

- Increased online sales by 50% within the first year of implementation.
- Developed a digital training program adopted company-wide.
- Recognized for outstanding performance in bridging online and offline sales channels.

WORK EXPERIENCE

ASSISTANT STORE MANAGER

Tech Savvy Retail

2020 - 2025

- Managed the transition of in-store services to a hybrid e-commerce model.
- Trained staff on digital tools and customer engagement strategies.
- Analyzed online sales data to inform inventory and merchandising decisions.
- Collaborated with marketing to create targeted online promotional campaigns.
- Enhanced customer experience through personalized online interactions.
- Monitored website performance and customer feedback to drive improvements.

DIGITAL SALES ASSOCIATE

ShopNow Online

2015 - 2020

- Provided exceptional service to online customers through live chat support.
- Assisted in the development of e-commerce promotional strategies.
- Managed online inventory and ensured product availability.
- Collaborated with IT to resolve digital transaction issues.
- Gathered customer feedback to improve the online shopping experience.
- Trained new hires on e-commerce procedures and best practices.