MICHAEL ANDERSON

E-commerce Copywriter

CONTACT

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San Francisco, CA

EDUCATION

Bachelor of Arts in Marketing

University of Florida

2016-2020

SKILLS

- e-commerce content
- digital marketing
- SEO
- consumer behavior
- analytics
- team collaboration

LANGUAGES

- English
- Spanish
- French

Versatile copywriter with a focus on e-commerce and digital marketing strategies. Expertise in crafting engaging product descriptions and promotional content that drives online sales. Proficient in utilizing analytics to inform content strategies and optimize performance. Strong understanding of consumer behavior and market trends, enabling the creation of targeted messaging that resonates with diverse audiences.

💼 WORK EXPERIENCE

E-commerce Copywriter   2020-2023

Online Retail Group

- Developed product descriptions that increased conversion rates by 45%.
- Created engaging promotional content for seasonal campaigns, boosting sales by 30%.
- Collaborated with marketing teams to align content with promotional strategies.
- Utilized customer feedback to refine product messaging and enhance appeal.
- Conducted keyword research to improve SEO performance of product pages.
- Analyzed sales data to inform content direction and strategy.

Copywriter   2019-2020

Digital Marketing Agency

- Crafted email marketing campaigns that increased open rates by 35%.
- Produced blog content that improved website traffic by 60% over six months.
- Worked with graphic designers to create cohesive marketing materials.
- Reviewed and optimized existing content for clarity and engagement.
- Participated in strategy meetings to align content with business goals.
- Developed a content calendar to streamline publication and enhance consistency.

★ ACHIEVEMENTS

- Achieved a 50% increase in online sales through effective content strategies.
- Recognized for excellence in content marketing with the E-commerce Award.
- Successfully launched a targeted campaign that garnered significant media attention.