Michael
ANDERSON

CONTACT

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📍 San Francisco, CA

SKILLS

- eCommerce Analytics
- Google Analytics
- A/B Testing
- Python
- Data Visualization
- User Experience

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING ANALYTICS, DIGITAL UNIVERSITY

ACHIEVEMENTS

- Achieved a 30% increase in customer retention rates through targeted marketing campaigns.
- Recognized for excellence in analytics with the 'Innovative Data Project' award.
- Developed a customer segmentation model that improved marketing ROI by 25%.

DATA ANALYTICS TEAM LEAD

Strategic and analytical Data Analytics Manager with a specialization in eCommerce, bringing over 7 years of experience in driving online sales growth through data insights. Expert in customer journey mapping and using analytics to enhance user experience and increase conversion rates. Proven ability to lead teams in analyzing large datasets and implementing data-driven strategies that align with business objectives.

WORK EXPERIENCE

DATA ANALYTICS TEAM LEAD

eShop World

2020 - 2025

- Directed a team of analysts in crafting data strategies that boosted online sales by 35%.
- Utilized Google Analytics to track user behavior and optimize website performance.
- Implemented A/B testing strategies that improved conversion rates by 20%.
- Developed comprehensive reports for stakeholders, providing insights on customer purchasing trends.
- Collaborated with marketing teams to enhance promotional strategies based on data analyses.
- Conducted training workshops on analytics tools for cross-departmental staff.

DATA ANALYST

Market Trends Agency

2015 - 2020

- Analyzed web traffic data to inform digital marketing strategies.
- Automated data collection processes using Python, reducing manual effort by 50%.
- Collaborated with UX designers to enhance website navigation based on user feedback.
- Conducted competitive analysis to identify market opportunities and threats.
- Presented findings to senior management, influencing strategic planning.
- Assisted in creating data-driven marketing campaigns that increased customer engagement.