



# MICHAEL ANDERSON

DIRECTOR OF DIGITAL ANALYTICS

## PROFILE

Accomplished Digital Analytics Executive with extensive experience in the e-commerce sector, specializing in customer behavior analysis and digital marketing optimization. Proven track record in transforming data into strategic insights that enhance customer journey and drive sales growth. Expertise in utilizing advanced analytics tools to monitor, analyze, and report on key performance metrics.

## EXPERIENCE

### DIRECTOR OF DIGITAL ANALYTICS

#### E-Commerce Solutions

2016 - Present

- Directed a team of analysts in the development of customer journey maps, significantly enhancing user experience.
- Implemented advanced segmentation techniques that improved targeted marketing campaigns by 35%.
- Oversaw the integration of machine learning algorithms to predict customer purchasing behaviors.
- Optimized website performance through rigorous A/B testing and user feedback analysis.
- Reported directly to the CMO, providing insights that shaped strategic marketing initiatives.
- Collaborated with IT to enhance data infrastructure, improving reporting accuracy by 50%.

### SENIOR ANALYTICS SPECIALIST

#### Retail Dynamics

2014 - 2016

- Analyzed customer data to identify trends and inform product development strategies.
- Developed dashboards using Power BI to visualize sales performance and customer insights.
- Conducted market research to support the launch of new product lines, increasing sales by 20%.
- Collaborated with marketing teams to refine digital advertising strategies based on analytical findings.
- Facilitated training sessions for staff on data interpretation and analytics tools.
- Contributed to the development of a customer loyalty program, increasing repeat purchases by 15%.

## CONTACT

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## SKILLS

- customer analytics
- e-commerce strategy
- data visualization
- marketing optimization
- machine learning
- team management

## LANGUAGES

- English
- Spanish
- French

## EDUCATION

BACHELOR OF ARTS IN MARKETING,  
UNIVERSITY OF TEXAS AT AUSTIN

## ACHIEVEMENTS

- Increased conversion rates by 40% through the optimization of digital marketing strategies.
- Recognized as 'Employee of the Year' for outstanding contributions to analytics initiatives.
- Achieved a 30% reduction in marketing costs by implementing more targeted advertising campaigns.