



MICHAEL ANDERSON

Senior Digital Merchandiser

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SUMMARY

Dynamic and results-oriented Digital Merchandiser with over 8 years of extensive experience in e-commerce and retail environments. Proven track record of leveraging data analytics and consumer insights to optimize product assortments and enhance customer engagement. Adept at employing innovative merchandising strategies that drive sales growth and improve brand visibility across digital platforms.

WORK EXPERIENCE

Senior Digital Merchandiser E-commerce Solutions Inc.

Jan 2023 - Present

- Developed and implemented comprehensive merchandising strategies that increased online sales by 25% year-over-year.
- Analyzed customer data and shopping patterns to optimize product placement and inventory levels.
- Collaborated with marketing teams to launch targeted promotional campaigns that enhanced customer engagement.
- Utilized A/B testing to assess the impact of merchandising changes on conversion rates.
- Managed product lifecycle from selection through launch, ensuring alignment with brand standards.
- Trained and mentored junior merchandising staff to foster skill development and team cohesion.

Digital Merchandiser Retail Innovations Ltd.

Jan 2020 - Dec 2022

- Executed digital merchandising strategies that resulted in a 30% increase in customer retention rates.
 - Conducted market research to identify emerging trends and consumer preferences.
 - Optimized website navigation and product categorization to enhance user experience.
 - Collaborated with suppliers to ensure timely product launches and stock availability.
 - Utilized Google Analytics and other tools to track performance metrics and adjust strategies accordingly.
 - Participated in cross-departmental meetings to align merchandising efforts with overall business goals.
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EDUCATION

Bachelor of Science in Marketing, University of Commerce, 2014

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Data analysis, E-commerce strategy, User experience design, Inventory management, Cross-functional collaboration, Market research
- **Awards/Activities:** Increased online sales by 40% during the holiday season through strategic merchandising initiatives.
- **Awards/Activities:** Received the 'Top Performer' award for outstanding contributions to the digital merchandising team.
- **Awards/Activities:** Implemented a new product categorization system that improved search functionality and customer satisfaction.
- **Languages:** English, Spanish, French