



MICHAEL ANDERSON

Senior Digital Merchandiser

Experienced and results-oriented Digital Merchandiser with a strong background in the food and beverage industry. Over 9 years of experience in creating and executing digital merchandising strategies that enhance product visibility and drive sales growth. Demonstrated expertise in analyzing market trends and consumer behavior to inform product offerings and promotional activities.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Science in Food Marketing

Culinary Institute
2013

SKILLS

- Digital merchandising
- Consumer behavior analysis
- Sales growth strategy
- Inventory management
- Cross-functional collaboration
- Marketing alignment

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Senior Digital Merchandiser

2020-2023

Beverage Innovations

- Led the digital merchandising strategy, achieving a 30% increase in online sales.
- Utilized customer analytics to optimize product offerings and promotional efforts.
- Collaborated with marketing teams to create engaging content that drives consumer interest.
- Managed inventory levels to ensure product availability and reduce stockouts.
- Conducted competitive analysis to inform pricing and promotional strategies.
- Trained team members on best practices in digital merchandising and analytics.

Digital Merchandiser

2019-2020

Gourmet Foods Co.

- Executed online merchandising strategies that increased customer engagement by 25%.
- Analyzed sales data to inform product selection and promotional activities.
- Collaborated with design teams to create visually appealing product displays.
- Optimized website navigation to enhance user experience.
- Utilized customer feedback to refine merchandising approaches and strategies.
- Participated in the planning of seasonal marketing campaigns to boost sales.

ACHIEVEMENTS

- Increased online sales by 45% during the holiday season through targeted merchandising efforts.
- Recognized with the 'Outstanding Achievement' award for contributions to the digital merchandising team.
- Developed a customer feedback program that improved product offerings based on consumer input.