



MICHAEL ANDERSON

Senior E Commerce Manager

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SUMMARY

Dynamic and results-oriented E Commerce Executive with a proven track record of driving online sales growth and enhancing customer engagement through innovative digital marketing strategies. Expertise in leveraging data analytics to inform decision-making and optimize performance across various e-commerce platforms. Demonstrated ability to lead cross-functional teams in the execution of large-scale projects and initiatives.

WORK EXPERIENCE

Senior E Commerce Manager Tech Retail Solutions

Jan 2023 - Present

- Developed and implemented comprehensive e-commerce strategies that increased online sales by 35% within one year.
- Managed a team of digital marketers to optimize online advertising campaigns, achieving a 50% increase in ROI.
- Collaborated with IT and UX teams to enhance website functionality, resulting in a 25% reduction in cart abandonment rates.
- Utilized Google Analytics and Tableau for data-driven decision making, leading to improved customer targeting.
- Oversaw the integration of new payment systems that streamlined the checkout process.
- Conducted A/B testing to refine promotional strategies, boosting conversion rates significantly.

E Commerce Coordinator Global Fashion Hub

Jan 2020 - Dec 2022

- Executed digital marketing campaigns that elevated brand visibility and engagement across social media platforms.
 - Analyzed customer data to inform product selection and inventory management, enhancing overall sales performance.
 - Coordinated with logistics and supply chain teams to ensure timely delivery of products to customers.
 - Monitored and reported on key performance indicators (KPIs) to senior management.
 - Developed and maintained relationships with key vendors to negotiate favorable terms and pricing.
 - Trained new team members on e-commerce best practices and platform functionalities.
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EDUCATION

Bachelor of Business Administration in Marketing

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Digital Marketing, Data Analytics, SEO, E-Commerce Management, Team Leadership, Customer Engagement
- **Awards/Activities:** Led the e-commerce team to achieve record sales of \$2 million in Q4 2022.
- **Awards/Activities:** Recognized with the 'Excellence in E-Commerce' award for outstanding performance in digital sales.
- **Awards/Activities:** Implemented a customer feedback system that improved satisfaction scores by 20%.
- **Languages:** English, Spanish, French