



MICHAEL ANDERSON

E COMMERCE CATEGORY MANAGER

CONTACT

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SKILLS

- digital merchandising
- market analysis
- team collaboration
- promotional strategy
- customer loyalty
- operational efficiency

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, E COMMERCE FOCUS, UNIVERSITY OF DIGITAL COMMERCE, 2014

ACHIEVEMENTS

- Achieved 'Top Performer' status for exceeding sales targets by 200% in 2021.
- Successfully integrated a new product line that contributed to a 30% revenue increase.
- Enhanced customer satisfaction ratings by implementing feedback-driven improvements.

PROFILE

Accomplished E Commerce Merchandising Executive with a robust background in digital retail and a focus on maximizing profitability through innovative merchandising techniques. Extensive experience in analyzing market trends and consumer behavior to create compelling online product assortments. Demonstrated expertise in managing high-impact promotional campaigns and leveraging data-driven insights to enhance customer retention.

EXPERIENCE

E COMMERCE CATEGORY MANAGER

Tech Gadgets Co.

2016 - Present

- Oversaw category management for a portfolio of over 500 products, achieving a 40% increase in online sales.
- Developed pricing strategies based on competitive analysis, resulting in a 15% market share growth.
- Implemented a new ERP system that streamlined inventory management processes.
- Conducted regular training sessions for the merchandising team on best practices and new technologies.
- Launched targeted marketing campaigns that improved customer engagement metrics by 25%.
- Utilized customer feedback to refine product offerings and improve sales performance.

MERCHANDISING COORDINATOR

Home Essentials

2014 - 2016

- Assisted in the development of merchandising strategies that increased product visibility and sales.
- Coordinated with suppliers to ensure timely product availability and optimal pricing.
- Analyzed sales data to forecast demand and inform purchasing decisions.
- Participated in the creation of promotional materials and online content.
- Supported the execution of in-store and online merchandising initiatives.
- Maintained accurate records of inventory levels and sales performance.