



Michael ANDERSON

E COMMERCE MERCHANDISING MANAGER

Innovative E Commerce Merchandising Executive with a specialized focus on the beauty and wellness industry. Over 9 years of experience in curating product assortments that resonate with target audiences and foster brand loyalty. Expertise in utilizing consumer insights and market research to develop effective merchandising strategies. Proven ability to enhance the online shopping experience through engaging visual merchandising and compelling product storytelling.

CONTACT

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SKILLS

- product curation
- visual merchandising
- consumer insights
- digital marketing
- analytics
- SEO

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN FASHION
MERCHANDISING, UNIVERSITY OF
STYLE, 2015**

ACHIEVEMENTS

- Increased customer retention rates by 20% through targeted marketing initiatives.
- Successfully launched a new product category that achieved \$500,000 in sales in the first quarter.
- Recognized for excellence in merchandising with a company award for innovation.

WORK EXPERIENCE

E COMMERCE MERCHANDISING MANAGER

Beauty Essentials Co.

2020 - 2025

- Developed and executed online merchandising strategies that increased sales by 35% in one year.
- Worked closely with the creative team to develop visually appealing product displays.
- Analyzed customer feedback to refine product offerings and enhance user experience.
- Coordinated promotional events that boosted customer engagement and loyalty.
- Managed inventory levels to ensure optimal product availability.
- Utilized SEO strategies to improve product visibility and search rankings.

MERCHANDISING ASSOCIATE

Wellness Products Inc.

2015 - 2020

- Assisted in the development of merchandising strategies that increased brand awareness.
- Collaborated with suppliers to ensure timely delivery of high-demand products.
- Monitored sales data to inform inventory management decisions.
- Participated in the execution of marketing campaigns that enhanced online presence.
- Supported the merchandising team in analyzing market trends and consumer behavior.
- Maintained accurate records of product performance and customer feedback.