

MICHAEL ANDERSON

E Commerce Merchandising Lead

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Highly analytical E Commerce Merchandising Executive with a focus on the home goods sector. Over 6 years of experience in formulating and executing merchandising strategies that enhance product visibility and drive sales. Expertise in utilizing data analytics to inform inventory management and promotional activities. Proven ability to collaborate with marketing and sales teams to create compelling online shopping experiences.

WORK EXPERIENCE

E Commerce Merchandising Lead | Home Decor Hub

Jan 2022 – Present

- Led the development of e-commerce merchandising strategies that resulted in a 20% increase in online sales.
- Collaborated with cross-functional teams to optimize product assortments and improve customer engagement.
- Analyzed market trends to inform inventory management and pricing strategies.
- Executed promotional campaigns that effectively increased brand awareness.
- Maintained accurate records of sales performance and inventory levels.
- Provided mentorship to junior team members on merchandising best practices.

Merchandising Coordinator | Gifts and More

Jul 2019 – Dec 2021

- Assisted in the execution of merchandising strategies that enhanced product visibility and sales.
- Collaborated with suppliers to ensure timely product availability and optimal pricing.
- Monitored sales data to inform inventory decisions and product selection.
- Supported the marketing team in executing promotional initiatives.
- Maintained accurate records of product performance and customer feedback.
- Participated in market research to identify trends and opportunities.

SKILLS

merchandising strategy

data analytics

inventory management

promotional campaigns

customer experience

market research

EDUCATION

Bachelor of Science in Business Administration

University of Commerce

Major in Marketing

ACHIEVEMENTS

- Increased online sales conversion rates by 30% through effective merchandising strategies.
- Successfully launched a seasonal product line that achieved \$200,000 in sales within the first month.
- Recognized for excellence in merchandising with a company award for innovation.

LANGUAGES

English

Spanish

French