



MICHAEL ANDERSON

Senior E Commerce Manager

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SUMMARY

Dynamic E Commerce Operations Executive with a robust background in streamlining online sales processes and enhancing customer satisfaction. Possesses a proven track record of leveraging analytical skills to drive revenue growth and operational efficiencies within high-paced environments. Expertise in overseeing comprehensive e-commerce strategies, managing cross-functional teams, and utilizing data-driven insights to inform decision-making.

WORK EXPERIENCE

Senior E Commerce Manager Tech Retail Solutions

Jan 2023 - Present

- Directed e-commerce strategy and execution, resulting in a 25% increase in online sales.
- Implemented advanced analytics tools to monitor consumer behavior and optimize marketing efforts.
- Collaborated with IT to enhance website functionality, improving user experience and reducing bounce rates.
- Managed vendor relationships to negotiate favorable terms and ensure timely product availability.
- Oversaw inventory management systems, reducing excess stock by 15% through efficient forecasting.
- Led a team of digital marketers to develop targeted campaigns that increased brand visibility.

E Commerce Coordinator Global Market Innovations

Jan 2020 - Dec 2022

- Assisted in the launch of a new online platform, achieving a 30% user engagement increase within the first quarter.
 - Monitored daily sales performance metrics and reported findings to senior management for strategic adjustments.
 - Coordinated logistics and fulfillment processes to ensure timely delivery of products.
 - Developed training materials for new e-commerce staff, enhancing team productivity.
 - Engaged with customer service teams to resolve online inquiries, improving customer satisfaction ratings.
 - Supported social media initiatives that drove traffic to the e-commerce site, contributing to overall sales growth.
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EDUCATION

Bachelor of Science in Business Administration, University of Technology

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** E-commerce strategy, Data analysis, Customer relationship management, Inventory management, Digital marketing, Team leadership
- **Awards/Activities:** Recognized as Employee of the Year for outstanding contributions to revenue growth.
- **Awards/Activities:** Achieved a 40% reduction in cart abandonment rates through targeted user experience improvements.
- **Awards/Activities:** Successfully led a project that integrated AI-driven chat support, enhancing customer engagement.
- **Languages:** English, Spanish, French