MICHAEL ANDERSON

E COMMERCE STRATEGY ANALYST

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Analytics
- Customer Insights
- Market Research
- Digital Strategy
- CRM Systems
- Campaign Management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING, UNIVERSITY OF FLORIDA

ACHIEVEMENTS

- Boosted email campaign open rates by 35% through strategic targeting.
- Received the Marketing Excellence Award for innovative campaign design.
- Increased customer retention by implementing loyalty programs.

PROFILE

Highly analytical E Commerce Performance Analyst with extensive experience in driving digital marketing success through data-driven insights. Expertise in utilizing analytical tools to assess performance metrics and implement enhancements that elevate customer satisfaction and sales conversion rates. Proven ability to collaborate with marketing and IT departments to develop innovative strategies that align with organizational objectives.

EXPERIENCE

E COMMERCE STRATEGY ANALYST

Innovative Retail Group

2016 - Present

- Analyzed website traffic and conversion rates to inform marketing strategies.
- Developed and optimized user journey maps to enhance customer experience.
- Collaborated with design teams to improve site aesthetics and functionality.
- Implemented customer feedback loops to inform product development.
- Monitored competitor activities to identify market opportunities.
- Presented quarterly analysis reports to executive leadership.

DIGITAL MARKETING ANALYST

E Commerce Dynamics

2014 - 2016

- Executed data-driven marketing campaigns resulting in a 20% increase in ROI.
- Utilized CRM systems to segment and target customer demographics.
- Analyzed customer acquisition costs and optimized budget allocation.
- Coordinated with social media teams to enhance brand visibility.
- Conducted market research to identify emerging trends and consumer preferences.
- Developed performance dashboards for real-time analytics monitoring.