



# MICHAEL ANDERSON

## E Commerce User Experience Analyst

Insightful E Commerce Research Analyst with a focus on customer experience and digital marketing strategies. With over four years of experience, excels in conducting user experience research and analyzing customer feedback to drive enhancements in e-commerce platforms. Proficient in utilizing various research methodologies to gather insights that inform product and marketing strategies.

### WORK EXPERIENCE

#### E Commerce User Experience Analyst

2020-2023

Customer First Solutions

- Conducted user testing and surveys to gather insights on website usability, leading to a 20% improvement in customer satisfaction.
- Collaborated with design teams to enhance user interface based on user feedback.
- Analyzed customer feedback data to identify trends and inform product development.
- Produced detailed reports summarizing user research findings for stakeholders.
- Facilitated workshops to align cross-functional teams on user experience improvements.
- Monitored competitor websites to benchmark user experience standards.

#### Market Research Assistant

2019-2020

E Commerce Insights

- Assisted in conducting market research to identify customer preferences and trends.
- Supported the development of surveys and questionnaires to gather consumer insights.
- Analyzed data to provide recommendations for marketing strategies.
- Collaborated with marketing teams to align research findings with promotional campaigns.
- Produced weekly reports on consumer behavior and market trends.
- Participated in brainstorming sessions to develop innovative research ideas.

### ACHIEVEMENTS

- Increased user engagement by 25% through targeted user experience initiatives.
- Recognized for best practices in user research with an internal award in 2022.
- Streamlined data collection processes, improving efficiency by 30%.

### CONTACT

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### EDUCATION

#### Bachelor of Science in Marketing

University of Florida

2016-2020

### SKILLS

- User Experience Research
- Customer Feedback Analysis
- Survey Development
- Data Analysis
- Cross-Functional Collaboration
- Reporting

### LANGUAGES

- English
- Spanish
- French