MA

MICHAEL ANDERSON

LEAD E COMMERCE STRATEGIST

CONTACT

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SKILLS

- E-commerce analysis
- Online marketing
- UX design
- Data analytics
- Influencer partnerships
- Trend forecasting

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING, FASHION INSTITUTE OF TECHNOLOGY

ACHIEVEMENTS

- Increased social media engagement by 200% through targeted campaigns.
- Recognized as 'Top Innovator' in E Commerce by Fashion Industry Awards 2023.
- Successfully launched a mobile app that contributed to a 30% increase in sales.

PROFILE

Dynamic E Commerce Strategy Consultant with extensive experience in the fashion and lifestyle sectors. Recognized for developing innovative online marketing strategies that resonate with target audiences and drive engagement. Proficient in utilizing emerging technologies to enhance the shopping experience and streamline operations. Strong analytical skills enable the assessment of consumer behavior and market trends, leading to informed business decisions.

EXPERIENCE

LEAD E COMMERCE STRATEGIST

Fashion Forward LLC

2016 - Present

- Crafted and executed a multi-channel e-commerce strategy, increasing customer retention by 25%.
- Analyzed consumer behavior through data analytics and adjusted marketing strategies accordingly.
- Enhanced website UX/UI, resulting in a 50% decrease in bounce rates.
- Developed influencer marketing campaigns that boosted brand visibility significantly.
- Collaborated with product teams to ensure alignment with consumer trends.
- Conducted A/B testing on promotional campaigns to optimize performance.

E COMMERCE ANALYST

Lifestyle Brands Co.

2014 - 2016

- Monitored and reported on e-commerce performance metrics to senior management.
- Implemented automated reporting systems to streamline data tracking.
- Utilized customer feedback to enhance product offerings and website functionality.
- Partnered with IT to troubleshoot and resolve user experience issues.
- Conducted competitor analysis to identify market opportunities.
- Collaborated with marketing teams to design promotional materials.