



# MICHAEL ANDERSON

## SENIOR EXPERIMENTATION ANALYST

### CONTACT

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### SKILLS

- A/B testing
- SPSS
- Google Analytics
- Data Visualization
- E-commerce Strategy
- Customer Insights

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**MASTER OF BUSINESS  
ADMINISTRATION, MARKETING  
ANALYTICS, UNIVERSITY OF  
COMMERCE**

### ACHIEVEMENTS

- Boosted customer satisfaction scores by 40% through effective testing and iteration.
- Led a cross-departmental initiative that reduced cart abandonment rates by 15%.
- Awarded 'Best Team Player' for exceptional collaboration and project success.

### PROFILE

Dynamic Experimentation Analyst with a background in e-commerce and over 7 years of experience driving data-driven marketing strategies. Expert in designing robust experiments that lead to actionable insights and improved customer satisfaction. Proficient in utilizing advanced statistical techniques and software such as SPSS and Google Analytics. Strong analytical skills combined with a creative approach to problem-solving.

### EXPERIENCE

#### SENIOR EXPERIMENTATION ANALYST

##### Ecom Solutions Ltd.

2016 - Present

- Led a team in conducting over 50 A/B tests, resulting in a 30% uplift in average order value.
- Designed and implemented a comprehensive testing strategy for website optimization.
- Analyzed customer data to identify key segments for targeted marketing efforts.
- Utilized SPSS for statistical analysis and reporting of test outcomes.
- Collaborated with UX designers to enhance website usability based on test findings.
- Presented quarterly reports to executive leadership, influencing strategic direction.

#### MARKETING ANALYST

##### ShopSmart Inc.

2014 - 2016

- Analyzed campaign performance data to inform future marketing strategies.
- Developed customer personas based on data insights to tailor promotional efforts.
- Contributed to a 25% increase in email marketing engagement through A/B testing.
- Collaborated with the data science team to refine predictive models.
- Implemented tracking and reporting systems for ongoing analysis of campaigns.
- Trained marketing staff on the importance of data-driven decision-making.