



MICHAEL ANDERSON

E-Commerce Manager

A resourceful handcrafted apparel maker with a solid foundation in e-commerce and digital marketing strategies. Over five years of experience in developing and managing online storefronts that specialize in handcrafted garments. Proficient in using various e-commerce platforms and digital marketing tools to drive sales and enhance brand visibility. Demonstrated ability to create engaging content that resonates with target audiences, resulting in a loyal customer base.

CONTACT

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EDUCATION

Bachelor of Science in Marketing
University of Southern California
2016-2020

SKILLS

- e-commerce management
- digital marketing
- content creation
- customer engagement
- data analysis
- artisan collaboration

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

E-Commerce Manager 2020-2023

Crafted Online Boutique

- Managed the online store, achieving a 60% increase in sales within the first year.
- Developed and implemented digital marketing campaigns that enhanced brand recognition.
- Optimized product listings for improved visibility on search engines.
- Analyzed sales data to inform inventory management and marketing strategies.
- Engaged with customers through social media, fostering community and loyalty.
- Coordinated with artisans to ensure timely fulfillment of orders.

Marketing Coordinator 2019-2020

Artisan Goods Marketplace

- Assisted in the development of marketing strategies for handcrafted products.
- Created engaging content for social media platforms, increasing engagement by 50%.
- Supported the launch of new products through digital campaigns and promotions.
- Conducted market research to identify trends and consumer preferences.
- Collaborated with artisans to enhance their online presence and product visibility.
- Facilitated workshops on e-commerce best practices for local artisans.

ACHIEVEMENTS

- Increased online sales by 75% through targeted marketing initiatives.
- Successfully launched a subscription service for handcrafted items, growing customer base.
- Recognized as 'Top E-Commerce Store' in a local business competition.