MA

Michael
ANDERSON

E-COMMERCE IT BUSINESS ANALYST

CONTACT

- 📞 (555) 234-5678
- ✉️ michael.anderson@email.com
- 🌐 www.michaelanderson.com
- 📍 San Francisco, CA

SKILLS

- E-commerce Solutions
- UX Design
- Customer Journey Mapping
- Data Analysis
- Digital Marketing
- Website Optimization

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING, UNIVERSITY OF SOUTHERN CALIFORNIA

ACHIEVEMENTS

- Increased online sales by 25% through targeted e-commerce enhancements.
- Recognized for outstanding contributions to user experience improvements.
- Successfully launched a new online marketing campaign that generated significant traffic.

Innovative IT Business Analyst with a focus on e-commerce solutions, possessing a strong ability to identify market trends and translate them into actionable business strategies. Over 6 years of experience in the retail sector, leveraging technology to enhance customer engagement and streamline operations. Demonstrates expertise in user experience (UX) design and customer journey mapping, ensuring that e-commerce platforms meet user needs and drive sales.

WORK EXPERIENCE

E-COMMERCE IT BUSINESS ANALYST

Retail Innovations LLC

2020 - 2025

- Analyzed customer data to identify purchasing patterns and trends.
- Collaborated with UX designers to enhance the online shopping experience.
- Developed business requirements for e-commerce platform enhancements.
- Facilitated user testing to gather feedback on new features.
- Worked with marketing teams to align digital campaigns with platform capabilities.
- Monitored website performance metrics to assess user engagement.

IT BUSINESS ANALYST INTERN

E-commerce Solutions Inc.

2015 - 2020

- Assisted in the development of business cases for new e-commerce initiatives.
- Conducted market research to evaluate competitors' online strategies.
- Supported the implementation of CRM systems to improve customer relations.
- Participated in cross-functional teams to enhance website functionality.
- Gathered user feedback to identify areas for improvement.
- Maintained documentation of project progress for internal stakeholders.