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EXPERTISE SKILLS

- e-commerce
- digital merchandising
- data analytics
- inventory management
- promotional strategy
- collaboration

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Marketing, College of Commerce

REFERENCES

John Smith

Senior Manager, Tech Corp
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Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

E-COMMERCE MERCHANDISE PLANNER

Accomplished Merchandise Planner with a strong background in e-commerce and digital merchandising. Expertise in leveraging technology and data analytics to enhance the online shopping experience and drive revenue growth. Proven ability to develop and execute effective online merchandising strategies that align with consumer behavior and trends. Skilled in optimizing product assortments and managing inventory across various digital platforms.

PROFESSIONAL EXPERIENCE

Digital Retail Group

Mar 2018 - Present

E-commerce Merchandise Planner

- Developed digital merchandising strategies that increased online sales by 35% within one year.
- Utilized customer data analytics to inform product assortment decisions and enhance user experience.
- Collaborated with IT teams to optimize website functionality and improve conversion rates.
- Managed online inventory levels to ensure product availability and timely fulfillment.
- Executed promotional campaigns that drove traffic and engagement to the e-commerce site.
- Analyzed competitor e-commerce strategies to identify best practices and opportunities for growth.

Fashion E-tailer

Dec 2015 - Jan 2018

Merchandise Planner

- Managed seasonal product launches and optimized online assortments based on data-driven insights.
- Developed pricing strategies that improved online margins by 15%.
- Collaborated with marketing teams to align digital campaigns with product launches.
- Monitored key performance metrics to assess the effectiveness of merchandising strategies.
- Facilitated weekly meetings to review performance and adjust strategies accordingly.
- Implemented inventory management systems that reduced fulfillment errors by 25%.

ACHIEVEMENTS

- Increased website traffic by 50% through targeted digital marketing initiatives.
- Recognized as Employee of the Month for outstanding contributions to online sales growth.
- Developed a user-friendly online shopping experience that received positive customer feedback.