



Michael ANDERSON

E-COMMERCE MERCHANDISER

Dynamic Merchandiser with a focus on e-commerce and digital merchandising strategies. Expert in utilizing technology to enhance online shopping experiences and drive conversions. Proven track record in developing digital merchandising tactics that align with consumer behavior and market trends. Strong analytical skills enable the identification of key performance indicators and optimization of product assortments.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- E-commerce Strategy
- Data Analytics
- User Experience
- Digital Marketing
- Team Collaboration
- Product Management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN E-COMMERCE MANAGEMENT, TECH UNIVERSITY

ACHIEVEMENTS

- Achieved a 25% increase in conversion rates through optimized product displays.
- Recognized for outstanding contributions to digital marketing initiatives.
- Successfully coordinated a campaign that drove a 50% increase in site traffic.

WORK EXPERIENCE

E-COMMERCE MERCHANDISER

Digital Commerce Solutions

2020 - 2025

- Developed and executed e-commerce merchandising strategies that increased online sales by 35%.
- Utilized data analytics to optimize product placement on the website.
- Collaborated with marketing teams to enhance digital advertising efforts.
- Monitored website performance and made adjustments to improve user experience.
- Trained staff on best practices for online merchandising.
- Managed vendor relationships to ensure timely product updates on the platform.

MERCHANDISING ASSISTANT

Online Retail Co.

2015 - 2020

- Assisted in the execution of digital merchandising strategies across platforms.
- Monitored inventory levels and updated product listings as needed.
- Supported the marketing team with digital content creation.
- Analyzed customer feedback to inform merchandising strategies.
- Participated in team meetings to discuss e-commerce performance.
- Coordinated with IT to troubleshoot website issues.