



MICHAEL ANDERSON

ONLINE BRAND DIRECTOR

CONTACT

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- San Francisco, CA

SKILLS

- Brand Development
- E-Commerce
- Social Media Marketing
- Influencer Relations
- Analytics
- Customer Engagement

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN MARKETING,
FASHION INSTITUTE OF TECHNOLOGY

ACHIEVEMENTS

- Increased online sales by 50% within the first year of brand relaunch.
- Recognized as 'Top Performer' in digital marketing by the industry association.
- Successfully expanded brand presence into three new international markets.

PROFILE

Innovative Online Brand Manager with extensive experience in the fashion e-commerce sector, specializing in brand development and digital marketing strategies. Expertise lies in creating compelling narratives that resonate with target demographics and drive engagement. Proficient in leveraging social media analytics to inform strategic decisions, leading to enhanced brand visibility and consumer loyalty.

EXPERIENCE

ONLINE BRAND DIRECTOR

Fashion Forward Inc.

2016 - Present

- Oversaw brand strategy and execution across all digital platforms.
- Developed influencer partnerships to amplify brand reach.
- Utilized customer feedback to refine product offerings.
- Executed targeted social media campaigns resulting in increased traffic.
- Analyzed performance metrics to adjust marketing strategies.
- Coordinated with design teams to ensure brand consistency.

E-COMMERCE MARKETING SPECIALIST

Trendy Styles Co.

2014 - 2016

- Implemented SEO best practices to improve search rankings.
- Managed email marketing campaigns that boosted sales by 25%.
- Conducted market research to identify new trends.
- Collaborated with graphic designers on promotional materials.
- Developed and maintained the content calendar for social media.
- Tracked and reported on website analytics to optimize user experience.