



MICHAEL ANDERSON

E-COMMERCE MARKETING MANAGER

CONTACT

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- San Francisco, CA

SKILLS

- E-commerce Strategy
- CRM
- Content Marketing
- Social Media
- Performance Analysis
- Budget Management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING,
E-COMMERCE UNIVERSITY

ACHIEVEMENTS

- Recognized for leading a project that revamped the online sales platform, resulting in a 50% increase in user engagement.
- Achieved a customer satisfaction score of 95% through effective marketing strategies.
- Successfully launched a seasonal campaign that exceeded sales targets by 20%.

PROFILE

Accomplished Online Marketing Manager with a robust background in e-commerce and digital strategy development. Demonstrates exceptional proficiency in driving online sales through targeted content marketing, social media engagement, and customer relationship management. Expertise in utilizing advanced marketing automation tools to optimize customer journeys and enhance brand loyalty. Known for fostering collaborative team environments that drive innovation and creativity.

EXPERIENCE

E-COMMERCE MARKETING MANAGER

Retail Dynamics LLC

2016 - Present

- Developed e-commerce strategies that increased online sales by 35% year-over-year.
- Implemented CRM systems to enhance customer retention and loyalty programs.
- Led a team of 8 in the creation of engaging content for product promotions.
- Analyzed customer feedback and market trends to inform product development strategies.
- Managed digital advertising budgets, optimizing spend for maximum ROI.
- Collaborated with IT to improve website user experience, reducing bounce rates by 15%.

DIGITAL MARKETING COORDINATOR

Global Commerce Corp.

2014 - 2016

- Assisted in the development of digital marketing campaigns that increased website traffic by 45%.
- Conducted keyword research to support SEO initiatives, improving search rankings.
- Created and managed social media calendars to enhance brand presence.
- Monitored campaign performance metrics and provided actionable insights for improvements.
- Collaborated with graphic designers to produce visually appealing marketing materials.
- Organized promotional events that attracted significant customer engagement.