



MICHAEL ANDERSON

Senior Online Merchandiser

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SUMMARY

Dynamic and results-driven Online Merchandiser with over a decade of experience in e-commerce strategy and digital marketing. Expertise lies in optimizing product placement, enhancing customer engagement, and driving sales through data-driven insights. Proven track record of implementing effective merchandising strategies that align with brand objectives and maximize profitability. Adept at collaborating with cross-functional teams to create cohesive marketing campaigns that resonate with target audiences.

WORK EXPERIENCE

Senior Online Merchandiser Global Retail Solutions

Jan 2023 - Present

- Developed and executed comprehensive merchandising strategies across multiple online platforms.
- Analyzed sales data to identify trends and optimize product assortments.
- Collaborated with marketing teams to design promotional campaigns that increased traffic and conversions.
- Managed inventory levels and ensured optimal product availability.
- Utilized A/B testing to refine product placements and enhance user experience.
- Trained and mentored junior merchandising staff, promoting skill development.

Online Merchandising Specialist E-Commerce Innovations

Jan 2020 - Dec 2022

- Executed daily merchandising operations, ensuring alignment with brand guidelines.
 - Conducted market research to inform product selection and pricing strategies.
 - Enhanced website navigation and layout for improved customer journey.
 - Monitored competitor strategies and adjusted merchandising tactics accordingly.
 - Implemented SEO best practices to increase organic search visibility.
 - Reported on key performance indicators to stakeholders, driving strategic adjustments.
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EDUCATION

Bachelor of Science in Marketing, University of Commerce

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** E-commerce strategy, Data analysis, SEO, Inventory management, Digital marketing, Team leadership
- **Awards/Activities:** Increased online sales by 30% year-over-year through targeted merchandising initiatives.
- **Awards/Activities:** Recognized as 'Employee of the Year' for outstanding contributions to e-commerce growth.
- **Awards/Activities:** Successfully launched a new product line that exceeded initial sales projections by 50%.
- **Languages:** English, Spanish, French