



Michael ANDERSON

PRODUCT LISTING COORDINATOR

Innovative Product Listing Specialist with a robust foundation in digital marketing and e-commerce practices. Expertise encompasses the creation and optimization of product listings that enhance visibility and drive sales. Demonstrates a comprehensive understanding of consumer behavior and market dynamics, utilizing this knowledge to craft compelling listings. Proven capability in managing multiple projects and deadlines, ensuring timely delivery of high-quality content.

CONTACT

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SKILLS

- Digital marketing
- project management
- content creation
- SEO optimization
- team collaboration
- competitive analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN DIGITAL
MARKETING, UNIVERSITY OF
TECHNOLOGY**

ACHIEVEMENTS

- Achieved a 45% increase in listing engagement through strategic revisions.
- Recognized for exceptional teamwork with a departmental award.
- Successfully reduced listing turnaround times by 15% through process improvements.

WORK EXPERIENCE

PRODUCT LISTING COORDINATOR

Online Retail Experts

2020 - 2025

- Coordinated the development of product listings across multiple sales channels.
- Utilized analytics tools to monitor product performance and identify areas for improvement.
- Collaborated with marketing teams to align product positioning with brand messaging.
- Created engaging content that adhered to SEO best practices.
- Trained team members on effective product listing strategies.
- Managed project timelines to ensure timely content delivery.

E-COMMERCE ASSISTANT

Retail Dynamics

2015 - 2020

- Supported the optimization of product listings to enhance search visibility.
- Assisted in the creation of promotional content for product launches.
- Monitored customer feedback to improve listing quality.
- Participated in workshops to enhance listing effectiveness.
- Conducted competitive analysis to inform listing strategies.
- Collaborated with logistics to ensure accurate inventory representation.