



MICHAEL ANDERSON

SEO MANAGER

CONTACT

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- San Francisco, CA

SKILLS

- e-commerce SEO
- conversion optimization
- analytics
- team leadership
- digital marketing
- competitive analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, MARKETING,
STANFORD UNIVERSITY

ACHIEVEMENTS

- Achieved 'Best E-commerce SEO Campaign' award in 2021.
- Increased client retention rates by 30% through effective SEO strategies.
- Successfully launched a new product line that generated \$500,000 in sales within the first quarter.

PROFILE

Accomplished SEO Manager specializing in e-commerce optimization and digital marketing strategies. Proven proficiency in driving online sales through effective search engine optimization techniques tailored to the retail sector. Expertise includes competitive analysis, conversion rate optimization, and customer journey mapping. Skilled in utilizing data-driven insights to inform marketing strategies that align with business goals.

EXPERIENCE

SEO MANAGER

E-commerce Innovations

2016 - Present

- Led a team of SEO specialists to enhance site visibility, resulting in a 90% increase in online sales.
- Implemented advanced keyword targeting strategies that improved product page rankings.
- Conducted A/B testing to optimize landing pages, achieving a 40% increase in conversion rates.
- Utilized Google Analytics and Ahrefs to track performance and refine strategies.
- Developed comprehensive SEO training materials for internal teams.
- Collaborated on cross-channel marketing campaigns to maximize reach and engagement.

DIGITAL MARKETING SPECIALIST

Retail Dynamics

2014 - 2016

- Executed SEO strategies that increased web traffic by 150% within a year.
- Worked closely with content creators to optimize product descriptions and blog posts.
- Analyzed competitor performance to identify growth opportunities.
- Managed PPC campaigns that complemented SEO efforts.
- Trained staff on SEO tools and best practices.
- Developed comprehensive reports for senior management detailing SEO performance metrics.