



MICHAEL ANDERSON

E-COMMERCE SEO MANAGER

PROFILE

Accomplished SEO Specialist with a robust background in e-commerce optimization and digital strategy development. Expertise in leveraging data analytics to inform SEO strategies that drive sales and enhance customer engagement. Proven ability to lead initiatives that integrate SEO with broader marketing efforts, resulting in significant revenue growth. Skilled in conducting competitive analysis and market research to identify trends and opportunities for improvement.

EXPERIENCE

E-COMMERCE SEO MANAGER

Online Retail Solutions

2016 - Present

- Led SEO strategies that increased online sales by 35% within the first year.
- Optimized product descriptions and metadata for over 1,000 SKUs.
- Implemented user experience improvements that enhanced site navigation, leading to a 20% reduction in cart abandonment.
- Conducted A/B testing on landing pages to optimize conversion rates.
- Collaborated with development teams to ensure technical SEO compliance.
- Managed a team of SEO specialists, fostering professional growth and knowledge sharing.

SEO CONSULTANT

Freelance

2014 - 2016

- Provided SEO consultancy services to multiple e-commerce clients, resulting in an average traffic increase of 40%.
- Developed customized SEO strategies based on client goals and industry trends.
- Conducted in-depth keyword analysis and competitor research to inform client strategies.
- Utilized Google Search Console to monitor and enhance website performance.
- Delivered training sessions on SEO best practices for client teams.
- Maintained strong client relationships, ensuring satisfaction and repeat business.

CONTACT

- (555) 234-5678
- michael.anderson@email.com
- San Francisco, CA

SKILLS

- E-commerce SEO
- Data Analytics
- Conversion Rate Optimization
- Google Search Console
- Technical SEO
- Team Leadership

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING,
UNIVERSITY OF FLORIDA, 2015

ACHIEVEMENTS

- Achieved a 50% increase in organic traffic for a high-profile e-commerce client in 2021.
- Recognized as a top consultant for delivering exceptional results and client satisfaction.
- Successfully led a project that integrated SEO with social media marketing, enhancing overall brand visibility.