MICHAEL ANDERSON

SENIOR ACCESSIBILITY ANALYST

CONTACT

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- 📍 San Francisco, CA

SKILLS

- WCAG 2.1
- User Testing
- HTML
- CSS
- Digital Marketing
- eCommerce
- Training

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF ARTS IN DIGITAL MARKETING, UNIVERSITY OF WASHINGTON, 2015

ACHIEVEMENTS

- Increased overall website accessibility ratings from 50% to 90% within 18 months.
- Successfully trained over 100 team members on accessibility in marketing.
- Awarded 'Best Accessibility Initiative' by the National eCommerce Association in 2020.

PROFILE

Experienced Web Accessibility Specialist with a strong background in eCommerce and digital marketing. Over 7 years of experience in ensuring that online retail platforms are accessible to all customers, including those with disabilities. Adept at performing audits and implementing changes that not only comply with accessibility laws but also enhance overall user engagement.

EXPERIENCE

SENIOR ACCESSIBILITY ANALYST

ShopEasy Inc.

2016 - Present

- Led a team to audit and revamp the company's eCommerce platform, resulting in a 30% increase in sales from users with disabilities.
- Implemented a comprehensive training program for the marketing team on accessible content creation.
- Conducted usability testing sessions with diverse user groups to gather feedback on accessibility features.
- Collaborated with IT to resolve accessibility issues, ensuring compliance with WCAG 2.1 standards.
- Developed a strategy for ongoing accessibility monitoring and reporting.
- Created a set of guidelines for accessible email marketing campaigns.

ACCESSIBILITY COORDINATOR

Digital Marketing Solutions

2014 - 2016

- Assessed and improved the accessibility of clients' digital marketing materials, increasing engagement by 20%.
- Provided expert advice on accessibility compliance during website redesign projects.
- Facilitated workshops on web accessibility best practices for clients and internal staff.
- Utilized various accessibility evaluation tools to identify issues and track improvements.
- Created and maintained a resource library on accessibility tools and techniques.
- Engaged with advocacy groups to promote accessibility awareness in digital marketing.