



# MICHAEL ANDERSON

## E-COMMERCE WEB DEVELOPER

### CONTACT

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-  San Francisco, CA

### SKILLS

- PHP
- MySQL
- JavaScript
- SEO
- Data Analytics
- A/B Testing

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

#### BACHELOR OF ARTS IN WEB DESIGN

### ACHIEVEMENTS

- Increased online sales by 50% after redesigning the e-commerce site.
- Awarded 'Best Project of the Year' for innovative web solutions.
- Improved website performance metrics by 60% through optimization techniques.

### PROFILE

Results-oriented Web Development Analyst with a focus on e-commerce solutions and over 8 years of experience in the tech industry. I specialize in building and maintaining high-traffic web applications that drive business growth. My expertise lies in leveraging data analytics to optimize web performance and enhance user engagement.

### EXPERIENCE

#### E-COMMERCE WEB DEVELOPER

##### Retail Tech Solutions

2016 - Present

- Revamped the e-commerce platform, increasing sales conversion rates by 50%.
- Implemented A/B testing strategies to optimize landing pages for higher engagement.
- Collaborated with marketing teams to enhance SEO, improving organic traffic by 35%.
- Integrated payment gateways to streamline transaction processes.
- Conducted user testing to identify and fix usability issues.
- Maintained website security and performance monitoring protocols.

#### WEB DEVELOPMENT ANALYST

##### E-commerce Ventures

2014 - 2016

- Analyzed user behavior data to inform web design decisions.
- Developed new features based on customer feedback to enhance the user experience.
- Collaborated with cross-functional teams to launch marketing campaigns.
- Utilized PHP and MySQL for back-end development and database management.
- Implemented mobile optimization strategies that improved mobile traffic by 40%.
- Created detailed project documentation for future reference.