

MICHAEL ANDERSON

E-commerce Wholesale Manager

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Proactive Wholesale Business Manager with a specialization in e-commerce and digital sales strategies. Extensive experience in leveraging technology to enhance customer engagement and streamline operations. Proven ability to drive online sales growth through innovative marketing initiatives and data-driven decision-making. Strong organizational and project management skills, capable of leading teams to deliver on strategic objectives.

WORK EXPERIENCE

E-commerce Wholesale Manager | Online Retail Solutions

Jan 2022 – Present

- Directed e-commerce sales initiatives, achieving a 45% increase in online revenue.
- Implemented digital marketing strategies that boosted website traffic by 60%.
- Managed customer relationship management tools to enhance customer engagement.
- Coordinated product launches that resulted in successful online campaigns.
- Analyzed user behavior data to inform website enhancements and promotions.
- Led a team of digital marketers, driving performance improvements across channels.

Digital Sales Coordinator | E-commerce Ventures

Jul 2019 – Dec 2021

- Supported e-commerce initiatives, contributing to a 35% increase in sales.
- Developed content marketing strategies that improved brand visibility.
- Managed social media campaigns, enhancing customer interaction.
- Conducted competitor analysis to inform pricing strategies.
- Collaborated with IT teams to optimize website functionality.
- Provided training for new staff on e-commerce platforms and tools.

SKILLS

e-commerce strategy

digital marketing

data analysis

project management

customer engagement

online sales

EDUCATION

Bachelor of Business Administration in E-commerce

2015 – 2019

Digital University

ACHIEVEMENTS

- Awarded 'Best E-commerce Initiative' for innovative online campaigns.
- Increased customer retention rates by 25% through loyalty programs.
- Successfully integrated new e-commerce platforms, enhancing user experience.

LANGUAGES

English

Spanish

French