



MICHAEL ANDERSON

Pricing Analyst

Meticulous Wholesale Pricing Analyst with over 4 years of experience in pricing strategy and market analysis within the consumer goods sector. Demonstrates a strong analytical mindset and a commitment to leveraging data to inform pricing decisions. Proven ability to develop pricing strategies that align with business objectives and enhance profitability. Adept at utilizing analytical tools to monitor market trends and consumer behavior, ensuring competitive pricing.

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Science in Marketing
Regional University
2016-2020

SKILLS

- pricing strategy
- market analysis
- data analytics
- reporting
- collaboration
- promotional pricing

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Pricing Analyst 2020-2023
Consumer Goods Corp

- Developed and implemented pricing strategies that increased revenue by 10% over one year.
- Conducted market research to analyze competitor pricing strategies.
- Collaborated with marketing teams to align promotional pricing with overall campaign strategies.
- Utilized data analytics software to track pricing performance metrics.
- Prepared reports on pricing strategies and outcomes for management review.
- Engaged in team meetings to refine pricing approaches based on market feedback.

Junior Analyst 2019-2020
Market Insights Agency

- Assisted in the analysis of pricing data to support strategic initiatives.
- Maintained pricing databases for accuracy and compliance.
- Supported the development of promotional pricing strategies based on market insights.
- Collaborated with various departments to align pricing strategies with overall objectives.
- Prepared presentations on pricing analysis for internal stakeholders.
- Monitored pricing metrics to identify trends and areas for improvement.

ACHIEVEMENTS

- Achieved a 12% increase in customer engagement through optimized pricing strategies.
- Recognized for contributions to successful pricing initiatives and campaigns.
- Streamlined reporting processes, enhancing efficiency by 20%.