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| **Michael Gathje****e-commerce Manager** |
| Michgathje@gmail.com |
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| **T:** (551) 123-7676 |
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| Michgathje.com |
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| **Objective**Dedicated e-commerce manager with 3+ years of experience. Seeking to increase conversion rates and other key KPIs through organic customer growth and data analysis. Grew sales by 68% and reduced customer acquisition costs by 43%. |
| **Skills** SEO | Email marketing | Web development | Marketing automation | Attention to detail |

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| **Experience**Squarespace—E-commerce Manager – New york, ny — 2017 – 2021Planned a new content strategy which grew organic clicks by 54%. Coordinate the creation and launch of a new website design to improve user experience Created an online transaction system, leading to a 28% growth in online sales. Improved marketing and reporting process WordPress development and maintenance. Implemented email marketing campaign with an average click-through-rate(CTR) of 25%.amazon—Assitant product Marketing Manager – San Francisco, CA — 2013 – 2017Developed strategy for marketing communications to increase product visibility. Grew website traffic by 34%. Offered pricing recommendations to cross-functional teams. Researched the market to find customer pain points and competitive evaluations. |
| **EDUCATION**bachelor in business administration – New york university — ny — 2010 — 2013Relevant coursework: data analysis, market research, web development basics, digital marketing, brand management, introduction to the retail industry. |
| **Certificates**Digital channel Planning and E-commerce Strategy at Digital Marketing Institute.Omnichannel Retail Strategy at University of Pennsylvania. |

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