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| |  | | --- | | **Michael Gathje****e-commerce Manager** | | Michgathje@gmail.com | |  | | **T:** (551) 123-7676 | |  | | Michgathje.com | |  | | **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 | |  | |  | | --- | | **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 — 2013 Relevant 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. | |