
Ecommerce Specialist Resume

Job Objective

Experienced Ecommerce Specialist of many years seeking employment with the company to help advance in the industry

Highlights of Qualifications:

- Remarkable experience in Google Analytics
 - Huge knowledge of content development and creative design
 - Deep knowledge of industry tools
 - Good understanding of SEM and affiliate strategies
 - Proficient with HTML and CSS
 - Familiarity with maintaining paid keyword campaigns
 - Superior communication and oriental skills
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Professional Experience:

Ecommerce Specialist
simplehuman, Miami, FL
May 2006 – Present

- Administered ecommerce website and online marketing initiatives.
- Monitored online content and marketing promotions.
- Managed site marketing calendar.
- Acted as project manager and coordinator.
- Aided planning email marketing calendar.
- Evaluated industry trends and competitor websites.

Ecommerce Specialist
Nikon Inc., Miami, FL
March 2003 – April 2006

- Managed e-Commerce promotional campaigns.
 - Assisted appropriate product teams.
 - Established site promotional plans.
 - Evaluated site traffic data and campaign results.
 - Analyzed current industry trends.
 - Reviewed competitive sites and analysis from merchandise selling trends.
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Education:

Bachelor's Degree in Arts in Marketing
Young Harris College, Young Harris, GA

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