

[First Last Name]

[City, Country] | [email@example.com] | [+1 (555) 555-5555] | [LinkedIn URL]

PROFESSIONAL SUMMARY

[Results-driven **E-commerce Manager** with [X]+ years of experience growing online revenue, optimizing conversion funnels, and leading cross-functional digital initiatives across [B2C/B2B] channels.]

[Proven track record in managing end-to-end e-commerce operations, from merchandising and pricing strategy to on-site UX, digital marketing, and analytics.]

[Skilled at using data-driven insights, A/B testing, and customer journey analysis to improve key KPIs including conversion rate, AOV, and customer lifetime value.]

[Known for strong stakeholder management, vendor coordination, and hands-on experience with leading e-commerce platforms and marketing tools.]

PROFESSIONAL EXPERIENCE

[E-commerce Manager] | [Company Name]

[City, Country] | [Month YYYY] – Present

- [Own end-to-end management of the [Shopify/Magento/BigCommerce] storefront, including product catalog, pricing, promotions, and on-site merchandising, driving a [X]% increase in online revenue over [time period].]
- [Collaborate with marketing, design, and IT teams to plan and execute campaigns across channels (email, paid search, social, affiliates), improving overall site conversion rate by [X]% and reducing cart abandonment by [Y]%.]
- [Monitor performance using tools such as [Google Analytics], [Google Tag Manager], and [BI dashboards], producing weekly KPI reports on traffic, conversion, AOV, and ROAS to inform optimization roadmaps.]

[Assistant E-commerce Manager] | [Company Name]

[City, Country] | [Month YYYY] – [Month YYYY]

- [Supported daily operations of the e-commerce site, including product uploads, content updates, inventory checks, and promotional set-up, ensuring [99%+] accuracy and on-time campaign launches.]
- [Partnered with UX/design to implement A/B tests on landing pages, product detail pages, and checkout flows, contributing to a [X]% uplift in click-through rate and [Y]% improvement in checkout completion.]
- [Coordinated with logistics and customer service teams to streamline order fulfillment and returns processes, reducing average delivery time by [X] days and improving post-purchase satisfaction scores.]

EDUCATION

[Bachelor of Business Administration in Marketing] | [University Name]

[City, Country] | [Month YYYY] – [Month YYYY]

- [Relevant coursework: Digital Marketing, Consumer Behavior, Data Analytics, Retail Management, E-commerce Strategy.]

CERTIFICATIONS (OPTIONAL)

[Certification Name] | [Issuing Organization]

[Month YYYY]

- [Brief description, e.g., Focus on e-commerce analytics, conversion optimization, and digital marketing fundamentals.]

SKILLS

Technical & Domain Skills

- [E-commerce Platforms: Shopify, Magento, WooCommerce, BigCommerce]
- [Web Analytics: Google Analytics, Google Tag Manager, Search Console]
- [Digital Marketing: SEO, SEM, Email Marketing, Social Ads, Remarketing]
- [Conversion Optimization: A/B Testing, CRO Tools, Funnel Analysis]

Business & Soft Skills

- [Data-Driven Decision Making & KPI Tracking]
- [Project Management & Cross-Functional Collaboration]
- [Vendor & Agency Management]
- [Communication, Stakeholder Management, and Problem-Solving]

SELECTED PROJECTS

[E-commerce Platform Migration & Redesign] | [Company Name]

[Month YYYY] – [Month YYYY]

- [Led the migration from [Legacy Platform] to [New Platform, e.g., Shopify Plus], coordinating with IT, design, and external developers to ensure data integrity and minimal downtime.]
- [Redesigned key templates (home, category, PDP, checkout) based on UX research and heatmap analysis, resulting in a [X]% increase in conversion rate within [Y] months post-launch.]

[Multi-Channel Campaign for Seasonal Sale] | [Company Name]

[Month YYYY] – [Month YYYY]

- [Planned and executed an integrated e-commerce campaign across email, paid search, social, and on-site banners, aligned with inventory and pricing strategy.]
- [Achieved a [X]% uplift in online revenue versus the previous season, with [Y]% improvement in AOV and [Z]% increase in new customer acquisition.]