**Willie L. Taylor**

2114 Wildwood Street

Boardman, OH 44512

Phone: 330-717-6896

Email: wltaylor@freemail.com

**Career Objective:**

Looking for an e-commerce analyst position “Big Fish Corporation,” to plan and execute online marketing strategies and campaigns and boost conversion rate.

**Summary of Skills:**

* Experience working with digital marketing websites
* Sound knowledge of UGI, UX design and social media platforms
* Ability to plan and execute digital marketing campaigns
* Skilled in researching and documenting data for business use
* Flawless analytical, communication, and interpersonal skills
* Familiar with FTP, EDI, HTML, XHTML, DHTML, and CSS

**Work Experience:**

E-commerce Analyst

Metro Furniture, Boardman, OH

August 2013 - Present

* Analyzing customer needs and decision-making methods and utilizing them in conversion rate
* Working with the website designer team and create social media pages and interactive website
* Running digital marketing campaign on social media and answering customers' inquiries
* Planning and creating digital training manuals for customers on caring furniture at home
* Organizing furniture demonstration at customers' homes and offices
* Collaborating with the IT team and developing a secured window for online payment

E-commerce Analyst

Dreamcast Shopping Group, Boardman, OH

February 2012 - July 2013

* Analyzed business web applications of competitors and assisted in the development of online shopping portal
* Contributed in the continuous update of e-commerce website according to current trends
* Monitored customers' online purchase habits and attracted them on company's website
* Monitored online transactions and ensured sharing of correct data
* Developed and maintained dashboards for focusing special features of products
* Collected cookies data and suggested the company on investing in searched products

**Education:**

* Bachelor's Degree in Marketing
ABC College, Boardman, OH
2009
* Diploma in Online Trading
ABC College, Boardman, OH
2011

**Reference:**

On request.