

LINDSEY CONNER

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An E-commerce Retail Specialist with entry-level experience specializing in marketing, sales, Google analytics, and cross-functional collaboration. A proven track record of leading initiatives to enhance customer engagement and conversion rates for e-commerce platforms. Adept at analyzing KPIs to identify opportunities for continuous improvement.

PROFESSIONAL EXPERIENCE

E-COMMERCE RETAIL SPECIALIST

Healthy Pets Inc., Seattle, WA | May 2021 – Present

- Monitor product displays and KPIs for an e-commerce platform providing dietary supplements, grain-free food, and healthy treats for pets
- Coordinate with the e-commerce team to perform A/B testing and identify strategies to improve sales performance, resulting in a 10% increase in conversion rates
- Evaluate marketing copy for product pages, recommend changes based on customer data, and collaborate with the marketing team to ensure consistency of brand messaging
- Create reports on product sales and present findings to leadership during meetings

RETAIL SALES ASSOCIATE

BestBuy, Seattle, WA | May 2020 – May 2021

- Coordinated with the store manager and department heads to implement product displays for electronic devices, televisions, and various products
- Interfaced with customers to provide information on products, specifications, pricing and consistently achieved 120% of monthly sales goals

EDUCATION

BACHELOR OF SCIENCE (B.S.) DIGITAL MARKETING

University of Seattle, Seattle, WA | September 2017 - May 2021

KEY SKILLS

- E-commerce
- Digital Marketing
- Microsoft Excel
- Key Performance Indicators (KPIs)
- A/B Testing

CERTIFICATIONS

- Digital Marketing, American Marketing Association, Expected 2022