

Robert Santos

123 Your Street, Boston, MA 12345 robertsantos@example.com (123) 456-7890

An E-commerce Retail Specialist with five years of experience, specializing in digital marketing, B2C sales, brand messaging, and project management. A strong history of collaborating with cross-functional teams to execute promotional marketing campaigns and initiatives. Adept at troubleshooting complex issues to improve the functionality of e-commerce platforms.

Education

Bachelor of Science (B.S.) Digital Marketing

Boston University, Boston, MA
September 2012 - May 2016

Key Skills

- E-commerce
- Business-to-Customer (B2C)
- Campaign Development
- Product Marketing
- Brand Messaging

Certifications

- Digital Marketing, American Marketing Association, 2017

Professional Experience

E-commerce Retail Specialist

Sunlight Meals Inc., Boston, MA | May 2018 – Present

- Lead the development of product pages, displays, and promotions for a multimillion-dollar e-commerce business providing prepackaged meals to consumers
- Partner with cross-functional teams across sales, digital marketing, and e-commerce to develop and execute promotional campaigns for individual products and monthly subscriptions, which generated a \$500K increase in annual revenue
- Analyze KPIs and evaluate consumer metrics to enhance data-driven decision making for web copy, product displays, and marketing materials

E-commerce Retail Specialist

Plant-based.com, Boston, MA | May 2016 – May 2018

- Drove digital marketing campaigns and initiatives for a plant-based foods e-commerce platform generating over \$3.5M in annual revenue
- Partnered with the marketing and sales teams to enhance web copy for product pages, which drove a 30% increase in monthly sales conversions