

Carol Thomas

New York, NY 10001 | (123) 456-7890 | email@example.com | Portfolio

Digital program manager with five years in e-commerce and digital-transformation programs. Expert in UX redesign, CMS migrations, and analytics-driven optimization.

Professional Experience

DIGITAL PROGRAM MANAGER | SHOPEASE INC. | NEW YORK, NY | JANUARY 2020 – PRESENT

- Oversaw website redesign across desktop and mobile, boosting conversion rate by 28%
- Managed a team of 12 developers and designers to migrate the CMS with zero downtime
- Launched A/B testing framework, enabling data-driven improvements that increased average order value by 15%

E-COMMERCE COORDINATOR | RETAILTECH SOLUTIONS | NEW YORK, NY | JUNE 2017 – DECEMBER 2019

- Coordinated product-catalog updates for 50K+ SKUs, improving data accuracy to 99.8%
- Implemented Google Analytics dashboards, reducing ad-hoc reporting requests by 30%

Education

B.B.A. in Digital Marketing | NYU Stern School of Business, New York, NY
May 2017

Key Skills

- UX program delivery
- A/B testing
- Team coordination
- CMS migration
- Analytics dashboards