



# Juan Bennet

## E-commerce Retail Specialist

E-commerce specialist with 4 years of experience optimizing online retail channels, digital merchandising, and multi-site operations. Proven to boost conversion and AOV.

### CONTACT

- (123) 456-7890
- email@example.com
- LinkedIn | Portfolio
- City, ST 12345

### EDUCATION

B.S. in E-Commerce  
University of Massachusetts, Amherst,  
MA May 2017

### PROFESSIONAL EXPERIENCE

#### E-commerce Manager | January 2020 - Present

ShopGlobal, Boston, MA

- Grew web sales from \$4M to \$7M in two years via UX optimizations and A/B testing
- Increased conversion rate by 25% through personalized product recommendations
- Managed catalog of 5,000 SKUs across desktop and mobile platforms
- Integrated a real-time chat feature that lifted add-to-cart rates by 18%

#### Digital Merchandiser | August 2017 - December 2019

NextGen Retail, Boston, MA

- Curated homepage and category layouts, improving click-through rates by 22%
- Coordinated with marketing to deploy seasonal campaigns, generating a 30% uplift in email-driven revenue
- Implemented dynamic pricing scripts, boosting margin by 5%
- Oversaw SEO enhancements that raised organic traffic by 35%