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Anthony Nguyen

E-commerce CMO

Growth-driven e-commerce executive with full-funnel expertise
CMO with 13 years of experience building and scaling e-commerce platforms in fashion, electronics, and lifestyle brands. Combines paid media, CRO, and customer insights to drive conversion and LTV.

Location

Atlanta, GA

Phone

(000) 000-0000

Email

email@example.com

Website

linkedin | portfolio

Key Skills

- A/B testing
- Cart abandonment strategy
- Customer acquisition cost (CAC)
- E-commerce analytics
- Fulfillment optimization
- Influencer campaigns
- Loyalty programs
- Mobile UX
- Retargeting
- Upsell/cross-sell flows

Education

Georgia State University, Atlanta, GA
May 2011
Bachelor of Science (B.S.) in Digital Marketing

Professional Experience

Chief Marketing Officer, ShopVantage | Atlanta, GA
August 2017 - Present

- Drove \$30M in annual sales by launching influencer and performance marketing programs
- Improved average order value (AOV) by 24% with real-time upselling features
- Introduced exit-intent popups that reduced bounce rate by 40%

Director of Digital Marketing, RewindTech | Atlanta, GA
October 2012 - July 2017

- Optimized checkout flow, decreasing cart abandonment by 20%
- Created seasonal campaigns that increased year-end revenue by \$2.3M