Anthony Marion

Graduate Software Engineer

After spending several years in the marketing and e-Commerce space, I transitioned into software engineering to create solutions that can positively impact e-Commerce businesses and consumers alike.

Carnegie, VIC 3163
0432 605 815
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LinkedIn

EXPERIENCE

UGT, Heatherton — *e-Commerce Manager*

JUNE 2020 - JUNE 2022

Key Responsibilities

- Manage 600+ SKUs across Shopify, Mirakl, Intelligent Reach, Marketplacer, CommerceVision
- Supervise a team of four local and off-shore support resources
- Analytical reporting to recommend growth opportunities and maximise product conversions as per e-Commerce strategy

Major Accomplishments

- Expanded product range from four to twelve categories, leading to a sales revenue to jump from $3.25m to $6m within eighteen months
- Designed customer service (CS) templates that slashed CS from four hours a day to two hours – a 50% reduction
- Implemented Intelligent Reach software, which reduced product time-to-market by up to two days

UGT, Heatherton — *e-Commerce Assistant*

DECEMBER 2019 - JUNE 2022

Key Responsibilities

- Coordinate product submissions across eight marketplace sellers
- Design marketing and sales initiatives with marketplaces platforms

Major Accomplishments

- Expanded marketplace partnerships from three to eight within the first six months

SimCorner, Dandenong — *Marketing/e-Commerce Assistant*

May 2015 - October 2019

Key Responsibilities

- Manage day-to-day online merchandising to maximise site and product conversion
- Perform daily website checks and make fast and accurate updates when necessary
- Monitor website traffic and analytics to support continued development of search and email marketing campaigns

SKILLS

- Ruby on Rails
- React
- JavaScript/ TypeScript
- AWS
- PostgreSQL
- Jira/Confluence

EDUCATION

- **Le Wagon Melbourne**
  Coding & Web Development Bootcamp
  2023

- **Swinburne University of Technology**
  Graduate Diploma of Marketing
  2012

- **Swinburne University of Technology**
  Bachelor of Business (Finance)
  2011

REFEREES

Available on request