

ANSON LAU

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Vancouver

<https://github.com/alau9>

SKILLS

- HTML
- CSS
- JavaScript
- Google Analytics
- Microsoft Office
- Shopify
- React JS

EDUCATION

BACHELOR OF ARTS, ECONOMICS

University Of British Columbia

2014 - 2018

WORK EXPERIENCE

SUKU VITAMINS

Senior E-commerce Specialist

Jun. 2022 - Present

- Analyzed key aspects of business to evaluate factors driving results and summarized into presentations.
- Led the implementation of new online return procedure.
- Worked on improvement of customer experience , analyze website performance, and stayed up to date on current industry trends.
- Prepared daily sales and activity reports using Microsoft Excel and Google Analytics
- Evaluated trends to understand competitive environments and assess current strategies.

E-commerce Specialist

Sep. 2020 - Jun. 2022

- Analyzed and evaluated the company's online retail performance, and produced web content.
- Used Shopify to update and maintain product assortment.
- Worked on improvement of customer experience , analyze website performance, and stayed up to date on current industry trends.
- Prepared daily sales and activity reports using Microsoft Excel and Google Analytics
- Identified and maximized sales opportunities, and increased customer retention rates.

CLEAR WEB

Freelance Web Developer

Oct. 2020 - Present

- Used Shopify Liquid to build and maintain websites for small business.
- Made adjustments to HTML and CSS files to customize for customer needs.
- Provided sales data reports using Google Analytics.
- Planned, developed, tested, deployed, and maintained web applications.

WORK EXPERIENCE

BESTBUY CANADA

Merchandise Analyst

Mar. 2019 - Sep. 2020

- Used MS Excel and Google Analytics to analyze sales and inventory data for all mobile sales across Canada.
- Adjusted recommendations for buyers based on season, sales history and new product launches in Mobile Industry.
- Performed statistical analyses and shared results with Merchandise Managers to support informed decision-making.
- Working with vendor to onboard SKUs.

Senior Account Administrator

Dec. 2018 - Mar. 2019

- Monitored daily tracking of open opportunities and compliance items.
- Optimized organizational systems for payment collections, AP/AR, deposits and recordkeeping.
- Set up new business accounts on internal systems and processed corporate actions and other adjustments.
- Invested, liquidated and disbursed funds at direction of Account Manager.

Account Administrator

Sep. 2018 - Dec. 2018

- Monitored daily tracking of open opportunities and compliance items.
- Optimized organizational systems for payment collections, AP/AR, deposits and recordkeeping.
- Set up new business accounts on internal systems and processed corporate actions and other adjustments.
- Invested, liquidated and disbursed funds at direction of Account Manager.

J.CREW

Store Manager

Sep, 2018 - Sep, 2020

- Monitored cash intake and deposit records, increasing accuracy and reducing discrepancies.
- Helped with planning schedules and delegating assignments to meet coverage and service demands.
- Offered hands-on assistance to customers, assessing needs and maintaining current knowledge of consumer preferences.
- Completed regular inventory counts to verify stock levels, address discrepancies and forecast future needs.