

LINDSEY CONNER

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An E-commerce Retail Specialist with entry-Level experience specializing in marketing, sales, Google analytics, and cross-functional collaboration. A proven track record of Leading initiatives to enhance customer engagement and conversion rates for e-commerce platforms. Adept at analyzing KPIs to identify opportunities for continuous improvement,

PROFESSIONAL EXPERIENCE

E-COMMERCE RETAIL SPECIALIST

Healthy Pets Inc., Seattle, WA | May 2021 - Present

- ◆ Monitor product displays and KPIs for an e-commerce platform providing dietary supplements, grain-free food, and healthy treats for pets
- ◆ Coordinate with the e-commerce team to perform A/B testing and identify strategies to improve sales performance, resulting in a 10% increase in conversion rates
- ◆ Evaluate marketing copy for product pages, recommend changes based on customer data, and collaborate with the marketing team to ensure consistency of brand messaging
- ◆ Create reports on product sales and present findings to Leadership during meetings

RETAIL SALES ASSOCIATE

BestBuy, Seattle, WA | May 2020- May 2021

- ◆ Coordinated with the store manager and department heads to implement product displays for electronic devices, televisions, and various products
- Interfaced with customers to provide information on products, specifications, pricing and consistently achieved 120% of monthly sales goals

EDUCATION

BACHELOR OF SCIENCE (B.S.)

University of Seattle, Seattle, WA | September 2017 - May 2021

DIGITAL MARKETING

KEY SKILLS

- ◆ E-commerce
- ◆ Digital Marketing
- ◆ Microsoft Excel
- ◆ Key Performance Indicators (KPIs)
- ◆ A/B Testing

CERTIFICATIONS

- ◆ Digital Marketing, American Marketing Association, Expected 2022