



Rebecca Simmons

E-Commerce Marketing Manager

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E-commerce marketing manager with expertise in digital sales growth and conversion optimization

E-commerce marketing manager with 9+ years' experience increasing online sales by 50%, improving cart recovery by 30%, and lowering cost-per-acquisition by 20%.

PROFESSIONAL EXPERIENCE

E-Commerce Marketing Manager

NextLevel Retail | Miami, FL | July 2018 - Present

- Increased online sales by 50% through improved product listings and PPC ad optimization
- Implemented abandoned cart email strategies, improving recovery rates by 30%
- Managed digital advertising campaigns that reduced cost-per-acquisition by 20%

Digital Marketing Analyst (E-Commerce Focus)

ShopTech Brands | Miami, FL | August 2014 - June 2018

- Analyzed website traffic trends, improving conversion rates by 25%
- Developed A/B testing strategies that optimized checkout processes
- Managed affiliate marketing partnerships, generating 15% additional revenue

EDUCATION

Bachelor of Science in Digital Marketing

University of Florida | 2014

KEY SKILLS



E-commerce conversion optimization



Google Shopping and Amazon Ads



Shopify and Magento platforms



Cart abandonment recovery



Performance analytics