

# LW

# Lucas White

E-commerce Marketing Specialist

## CONTACT INFORMATION



(123) 765-4321



email@example.com



LinkedIn | Portfolio



Charlotte, NC

## EDUCATION

- Bachelor of Science in Marketing**  
University of North Carolina |  
Charlotte, NC

## KEY SKILLS

- E-commerce platform management (Shopify, WooCommerce)
- CRO
- Paid advertising (Google Ads, Facebook Ads)

## ABOUT ME

**E-commerce marketing specialist optimizing sales through data-driven strategies**

Proven e-commerce marketing specialist with nine years of experience managing digital storefronts, improving customer acquisition, and driving online sales growth. Skilled in analytics, product marketing, and CRO.

## PROFESSIONAL EXPERIENCE

**E-COMMERCE MARKETING SPECIALIST | ONLINE GROWTH CO. | MARCH 2018 TO PRESENT**

- Implemented CRO strategies, increasing checkout completion rates by 25%
- Managed a \$500,000 annual paid media budget, generating a 35% increase in sales
- Optimized product pages, improving search visibility and boosting traffic by 20%

**DIGITAL MARKETING ASSISTANT | STELLAR RETAIL AGENCY | JANUARY 2016 TO FEBRUARY 2018**

- Assisted with e-commerce campaigns, improving customer acquisition rates by 15%
- Created product descriptions and SEO-friendly copy to enhance online visibility
- Monitored ad campaign performance, recommending optimizations to reduce costs

## CERTIFICATIONS

- GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION (GAIQ) | GOOGLE | JULY 2022**