

FATIMA KHAN

Ecommerce Product Manager

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📍 New York, NY

in [LinkedIn](#)

WORK EXPERIENCE

Ecommerce Product Manager

Glossier

📅 2021 - current 📍 New York, NY

- Led the implementation of a new product categorization system using Akeneo, resulting in a 16% increase in conversion rates.
- Spearheaded a migration to Shopify Plus, decreasing cart abandonment by 24%, contributing to a **\$500,000 increase in monthly sales**.
- Used Mixpanel analytics to identify bottlenecks in the customer journey, leading to a 32% improvement in website loading times.
- Developed and executed targeted email campaigns using HubSpot, resulting in a 41% increase in email open rates.

Ecommerce Specialist

Squarespace

📅 2017 - 2021 📍 New York, NY

- Migrated company site to a new WordPress theme, resulting in a 9.3k increase in organic search traffic.
- Boosted online sales by 44% within the first six months through targeted marketing campaigns.
- Executed targeted Mailchimp campaigns, leading to a **\$13,947 boost in daily sales** from email marketing efforts.
- Utilized TradeGecko to optimize inventory management, reducing stockouts by 33%.

Marketing Coordinator

VaynerMedia

📅 2015 - 2017 📍 New York, NY

- Supervised the integration of Oracle SCM Cloud, reducing product launch times by 21%.
- **Reduced campaign creation time by 6 hours** through the development of streamlined processes.
- Increased revenue by 14% through targeted promotional campaigns on PayPal, driving customer engagement.
- Implemented customer feedback surveys, resulting in a 17% improvement in customer satisfaction scores.

EDUCATION

Bachelor of Science
Business

New York University

📅 2010 - 2014

📍 New York, NY

SKILLS

- Shopify
- Akeneo
- HubSpot
- Mixpanel
- WordPress
- Mailchimp
- TradeGecko
- PayPal
- Optimizely
- Oracle SCM Cloud