

Pierina Graviss

Ecommerce Analyst

Profile

Details

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123 Maple Street, Portland, ME 04101

Employment History

Ecommerce Analyst at L.L.Bean, ME

Feb 2023 - Present

- Achieved a 15% increase in online sales by optimizing the website's user experience and implementing targeted marketing campaigns, resulting in \$1.2 million additional revenue for L.L.Bean in Maine.
- Successfully reduced cart abandonment rate by 25% through analysis of customer behavior data and implementation of strategic checkout improvements, leading to a \$500,000 increase in completed transactions.
- Streamlined inventory management processes by developing an automated system for tracking and replenishing stock, resulting in a 20% reduction in out-of-stock items and a 10% improvement in overall customer satisfaction.
- Identified and resolved inefficiencies in the supply chain, leading to a 30% reduction in order processing time and a 15% decrease in shipping costs, saving the company over \$300,000 annually.

Associate Ecommerce Analyst at Wayfair, ME

Sep 2022 - Dec 2022

- Successfully increased conversion rates by 15% through optimizing product listings, conducting A/B tests, and implementing data-driven recommendations for website improvements.
- Managed a portfolio of over 500 products, resulting in a 20% growth in sales and a 10% increase in average order value within six months.
- Played a key role in the successful launch of three new product categories, contributing to a 25% increase in overall revenue for the company within one year.
- Streamlined reporting processes by automating data extraction and visualization, reducing time spent on weekly reports by 50% and allowing for more focus on strategic initiatives.

Education

Bachelor of Science in Ecommerce and Digital Marketing at University of Southern Maine, Portland, ME

Aug 2017 - May 2022