Pierina Graviss

Employment History

Ecommerce Analyst

Profile

Details

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Ecommerce Analyst with 1 year of experience in leveraging data-driven insights to optimize online sales and enhance customer experiences. Proficient in analyzing website performance, identifying areas for improvement, and developing strategies to drive growth. Adept at utilizing various analytics tools and collaborating with cross-functional teams to achieve business objectives. Strong problem-solving and communication skills, committed to continuous learning and staying updated on industry trends.

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.

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Bachelor of Science in Ecommerce and Digital Marketing at University of Southern Maine, Portland, ME Aug 2017 - May 2022

Education