

# Eliza Cannon

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## SUMMARY

Driven site merchandiser with a strong focus on crafting engaging customer journeys across ecommerce platforms. Collaborating deeply with digital merchandising, marketing, and ecommerce teams ensures alignment in strategy execution that meets both financial goals and enhances the shopping experience. An ability to gather actionable insights from web analytics allows for well-informed decision-making. Passionate about storytelling, dedicated to product vision, and adept at fostering collaboration among diverse teams. Keen appreciation for market trends aids in developing compelling narratives that resonate with customers, positioning products for success.

## EXPERIENCE

### Site Merchandiser

January 2023 - Present

Digital Retail Solutions

Los Angeles, CA

Overseeing comprehensive online merchandising efforts that drive customer engagement and increase conversion rates. Collaboration includes working closely with marketing production and ecommerce operations teams to boost site performance and visual storytelling. Focused on integrating advanced data analytics into site navigation enhancements, delivering optimal user experiences.

- Spearheaded seasonal navigation plans that boosted online engagement by 30% through effective storytelling strategies.
- Collaborated efficiently with marketing and design teams, achieving a 25% increase in conversion rates.
- Managed vendor relationships to optimize product recommendations and personalized merchandising systems.
- Interpreted market trends and consumer feedback to guide product placement and promotional tactics.
- Authored performance reports that facilitated continuous improvement initiatives and strategic adjustments.
- Refined internal processes, resulting in a 15% reduction in turnaround times for site updates.

### Site Merchandiser

June 2020 - December 2022

Ecommerce Innovations

San Francisco, CA

Drove ecommerce strategies enhancing customer experiences across sectors. Worked collaboratively with cross-functional teams to synchronize merchandising approaches and ensure consistency of brand messaging.

- Implemented strategic ecommerce merchandising techniques that enhanced customer journey and increased average order values by 20%.
- Partnered closely with design and technical teams to align product categories with design and usability objectives.
- Performed competitive analysis for site benchmarking, significantly improving category storytelling and presence in the market.
- Facilitated collaborative workshops fostering data-driven merchandising insights across multiple teams.
- Produced documentation streamlining site execution processes, supporting onboarding new members effectively.
- Leveraged web analytic tools to deliver actionable insights enhancing site visibility and navigational efficiency.

### Junior Site Merchandiser

March 2018 - May 2020

Creative Merchandising Co.

New York, NY

Supported senior team members in executing site merchandizing strategies focused on optimizing product visibility and encouraging repeat purchases. Involved in maintaining seamless communication among cross-functional teams to align objectives.

- Assisted in developing online merchandising strategies that enhanced product visibility and improved customer interaction.
- Coordinated updates along the product-to-site pipeline ensuring timely accuracy across teams.
- Contributed to site performance analyses informing strategic decision-making for merchandising developments.
- Created compelling content for product storytelling which positively affected customer retention rates.
- Participated actively in meetings fostering alignment on merchandise strategies, promoting a sense of teamwork.
- Maintained meticulous records linked to site updates, contributing to clarity within team communications.

## LEADERSHIP & AWARDS

- Dean's List, University of Illinois (2015-2017)
- Best Digital Marketing Campaign, University Marketing Competition (2016)

## EDUCATION

### Bachelor of Arts in Marketing

2017

University of Illinois GPA: 3.8

Champaign, IL

**Coursework:** Digital Marketing, Consumer Behavior, Retail Management, Brand Management

## CERTIFICATIONS

- Certified Ecommerce Professional 📅 2026

- Google Analytics Certification 📅 2026

## TECHNICAL SKILLS

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- **Project Management Tools:** Trello, JIRA, Asana
- **Web Analytics Tools:** Google Analytics, SEMrush, Crazy Egg
- **Collaboration Tools:** Slack, Microsoft Teams, Zoom
- **Content Management Systems:** Shopify, WordPress, Magento
- **Presentation Software:** Microsoft PowerPoint, Google Slides
- **Design Tools:** Adobe Photoshop, Canva, Sketch
- **Ecommerce Platforms:** Shopify, WooCommerce, Magento 2
- **Email Marketing Tools:** Mailchimp, Constant Contact, Klaviyo
- **SEO Tools:** Ahrefs, Moz, Yoast SEO
- **Social Media Management Tools:** Hootsuite, Buffer, Sprout Social

## SKILLS

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|----------------------|----------------------------------|------------------------|------------------------|
| • Ecommerce Strategy | • Cross-Functional Collaboration | • Project Management   | • Content Creation     |
| • Site Merchandising | • MS Office                      | • Customer Engagement  | • Visual Merchandising |
| • Web Analytics      | • Communication Skills           | • Market Research      | • Performance Metrics  |
| • Data Analysis      | • Product Storytelling           | • Competitive Analysis | • Trend Analysis       |

## PROFESSIONAL AFFILIATIONS

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- Member, National Retail Federation
- Volunteer, Chicago Food Bank

## LANGUAGES

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- English (Native)
- Spanish (Proficient)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST