



Eliza Cannon

Site Merchandiser

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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

Digital Retail Solutions 📅 January 2023 - Present 📍 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

Ecommerce Innovations 📅 June 2020 - December 2022 📍 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

Creative Merchandising Co. 📅 March 2018 - May 2020 📍 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.

STRENGTHS

- 👥 **Collaboration**
Cultivated partnerships across various departments, gaining executive confidence and promoting collective decision-making.
- 📊 **Data Analysis**
Used analytics tools to extract insights guiding alterations to site strategies, enhancing overall ecommerce effectiveness.
- 💬 **Communication**
Effectively delivered complex ideas and project outcomes, often earning recognition for clarity and persuasion skills.
- ♥️ **Storytelling**
Engaged customers through well-crafted narratives within product displays, driving engagement and boosting retention.
- 💡 **Strategic Planning**
Orchestrated navigation plans matching evolving market trends, leading teams toward fulfilling business objectives smoothly.

SKILLS

Ecommerce Strategy

Site Merchandising Web Analytics

Data Analysis

Cross-Functional Collaboration

MS Office Communication Skills

Product Storytelling

Project Management

Customer Engagement

Market Research

Competitive Analysis

Content Creation

Visual Merchandising

Performance Metrics

Trend Analysis

LANGUAGES

English Native

Spanish Proficient

MY CAREER



● Site Merchandiser at Digital Retail Solutions (3.6 Years)

● Site Merchandiser at Ecommerce Innovations (2.5 Years)

● Junior Site Merchandiser at Creative Merchandising Co. (2.2 Years)

- 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

University of Illinois 🎓 GPA: 3.8 📅 2017 📍 Champaign, IL

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

CERTIFICATIONS

- Certified Ecommerce Professional 📅 2026
- Google Analytics Certification 📅 2026

TECHNICAL SKILLS

- **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

PROFESSIONAL AFFILIATIONS

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

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST