

Taylor Morgan

SALES ASSOCIATE

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Sales Associate Summary

- Sales Associate excelled in leveraging e-commerce strategies, achieving a 50% revenue uplift in personal online ventures.
- Increased website traffic by 200% within six months as an e-commerce store owner.
- Boosted client social media traffic by 40% through tailored target demographic strategies.
- Led a community volunteer group to organize local artisan markets, enhancing local small business visibility.

Work Experience

Founder Shine E-Commerce

January 2020 - Present

- Built an online store from the ground up, sourcing products, and managing all aspects of the e-commerce platform.
- Implemented a digital marketing strategy that increased website traffic by 200% within six months.
- Managed customer relationships, ensuring a 95% positive feedback rating through excellent customer service and follow-up.

Self-Initiated Project Social Media Marketing Consultant

May 2018 - December 2019

- Designed and executed social media campaigns for local businesses, increasing their online presence and customer engagement.
- Provided training on social media tools and analytics, enabling clients to understand and improve their online marketing efforts.
- Conducted market research to tailor strategies to target demographics, resulting in an average 40% increase in client social media traffic.

Freelancer Content Creator

September 2016 - April 2018

- Created and monetized a YouTube channel focused on product reviews, reaching over 1,000 subscribers.
- Engaged with followers through consistent content creation, comments, and social media, building a loyal community.
- Collaborated with SMB brands for product placements, successfully negotiating contracts and managing relationships.

Education

Bachelor of Science in Business Administration Global Online University

May 2012 - May 2016

Skills

Sales Marketing Communication Customer Service Management



Interests

- Digital Photography and Videography
- Volunteering in Community Development Projects
- Exploring New Technologies and Trends in E-commerce