



CONTACT

Dana Cariello
772-214-5937
cariellodana@gmail.com
cariellodana.com
linkedin.com/in/danacariello

SKILLS

INDUSTRY

Online Merchandising
Targeting & Segmentation
Project Management
Vendor Sourcing & Management
Product Development
Trend Forecasting
Inventory Forecasting & Management
Supply Chain Expertise
Market Research

SOFTWARE

Shopify
Adobe Creative Suite
Airtable
Klaviyo
Mailchimp
Microsoft 365
Canva

PERSONAL

Organization
Critical Thinking
Effective Presentation
Leadership
Collaborative
Self-Driven
Detail Orientated
Efficient Time Management

EDUCATION

Savannah College of Art & Design
2013 - 2017
BFA Fashion Marketing
and Management

EXPERIENCE

2nd Try, LLC (The Try Guys)

Senior E-Commerce & Product Manager

Burbank, CA April 2024 - Present

- Leads all merchandise opportunities while managing and overseeing the merchandise business across e-commerce and live events.
- Oversees site merchandising and enhances customer experience.
- Creates and manages the Try Guys' product calendar in collaboration with company leadership, sources and hires designers, and guides them in executing creative concepts.
- Establishes merchandise sales targets and KPIs in collaboration with leadership and actively guides the company toward achieving them. Initiates merchandise initiatives, conceptualizes advertising strategies, and collaborates with various departments to launch social campaigns and promotions.
- Collaborates with 3PL on inventory projections, tracking, and goals.

FULLMOON DIGITAL

Senior E-Commerce & Product Manager

Orlando, Florida (Remote) May 2023 - April 2024

- Manage all aspects of the marketplace channel, including financial forecasting, inventory management, customer experience, site merchandising, reviews, and reporting.
- Lead channel marketing and advertising initiatives on prioritized platforms.
- Merchandise a complex SKU assortment for all clients while providing feedback on data-based product gaps and trends to the product development team.
- Develop strategies for various sales channels and deliver against top-line targets and KPIs.
- Work with cross-functional team members to improve speed to consumer and item-level forecasting accuracy and in-stock rates.
- Implement processes and best practices to ensure alignment with evolving channel partner's requirements.
- Prepare and drive the annual company online promotional plan calendar to maximize revenue.

LIQUID DEATH

Senior Merchandising Operations Specialist

Los Angeles, CA September 2022 - May 2023

- Lead site merchandising and customer experience.
- Forecast and manage inventory across reorders, stock levels, and monthly assortment tracking.
- Manage monthly assortment sheets and report accurate sales metrics in real-time.
- Drives seamless logistics and operations across cross-functional teams and diverse sales channels.
- Own monthly invoicing and inventory receipt process for the entire wholesale business.
- Prepare weekly, bi-weekly, and annual reports for item sales, revenue reports, and dashboard updates directly to Senior Staff.
- Collaborate with 3PL vendor relationships on day-to-day operations management.
- Assist in all aspects of apparel and accessory production where needed.

MYTHICAL ENTERTAINMENT

Senior Manager, E-Commerce

Burbank, CA May 2022 - August 2022

Manager, E-Commerce

Burbank, CA January 2019 - April 2022

E-Commerce Merchandise Coordinator

Burbank, CA February 2018 - December 2018

- Measures, evaluates, and reports on traffic, revenue, margin, inventory, conversion, AOV, and LTV for all Mythical-owned businesses and Amazon.
- Owns the entire product development pipeline for multiple storefronts. This includes the creation and execution of timelines, key milestones, launch dates, and delivery of all merchandise for online as well as any live events.
- Operates with various teams on product ideation, marketing, and promotional activations.
- Negotiates cost, minimums, and lead times with domestic and overseas factories.
- Leads costing meetings with senior management.
- Supervises sampling of goods and placement/tracking of new purchase orders.
- Manages 3PL vendor relationships to ensure shipment, storage, and returns deliver the best combination of service and price.
- Assists and collaborates with the Director's strategy on business strategies.
- Monitored inventory levels, reported monthly on the current stock, and refined demand/supply forecasting.