

EXPERIENCE

LIQUID DEATH

Senior Merchandising Operations Specialist

Los Angeles, CA September 2022 - Present

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

MYTHICAL ENTERTAINMENT

Manager, E-Commerce

Burbank, CA January 2019 - August 2022

- 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.

MYTHICAL ENTERTAINMENT

E-Commerce Merchandise Coordinator

Burbank, CA February 2018 - December 2018

- Researched competitor and market trends, making recommendations to drive sales and customer retention.
- Gathered and presented weekly reporting to Senior Management on store and advertising performance.
- Managed store assets, product announcements, and marketing activations with content producers and social media teams.
- Oversaw the development of merchandise release calendars.
- Sourced and maintained relationships with merchandise vendors.
- Negotiated pricing and delivery timelines.
- Monitored inventory levels, report monthly on the current stock, and refined demand/supply forecasting.
- Responsible for creating all technical packages, providing full details, specs & measurements, colorways, and graphics info to send to vendors.
- Reviewed monthly 3PL invoices for accuracy and management of fulfillment and freight costs.

HELEN FICALORA

E-Commerce and Marketing Coordinator

Beverly Hills, CA June 2017 - February 2018

- Managed the creation and implementation of strategic online campaigns to entice new and existing customers to drive sales through Facebook, Google, Instagram, Pinterest, Amazon, e-mail, and five retail store locations.
- Led budget meetings for marketing and advertising promotional operations.
- Maintained the day-to-day operations of the online storefront across site merchandising, customer retention, inventory management, product assortment, SEO optimization, app installation, and A/B testing.
- Sought out new forms of online marketing to drive sales and increase traffic through extensive online research and in collaboration with the PR department.



CONTACT

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EDUCATION

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

SKILLS

INDUSTRY

Project Management
Vendor Sourcing and
Management
Product Development
Sampling
Trend Forecasting
Inventory Management
Cost Negotiation
Supply Chain Expertise
Market Research

SOFTWARE

Shopify
Adobe Creative Suite
Airtable
Microsoft 365

PERSONAL

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