

EXPERIENCE

MYTHICAL ENTERTAINMENT

Manager, E-Commerce

Burbank, CA January 2019 - Present

- 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.



CONTACT

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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 billings for accuracy and management of fulfillment and freight costs.

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

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.

KOHL'S CORPORATE

Intern, Apparel Design

Menomonee Falls, WI June 2016 - August 2016

- Collaborated with Design on technical flats of proposed garments.
- Researched and presented current trends and competitor research to upper management and design teams.
- Collected and presented trend boards to aid design.
- Coordinated between brand and buying teams on tech packs, production timelines, target COGS, and release calendars.