



CONTACT

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ABOUT

An e-commerce and product development specialist, excelling in merchandise and apparel for the last 8+ years. I have had the pleasure of either setting the foundation or scaling their e-commerce businesses. My responsibilities include leading growth initiatives, developing high-level forecasting strategies, building the customer journey, merchandising, and optimizing the site experience. I have been a jack-of-all-trades, power team of one, and have led successful product launches across departments, from ideation through physical goods landing in our warehouses and promotional campaigns.

SKILLS

INDUSTRY

Site 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

EXPERIENCE

2nd Try, LLC (The Try Guys)

Senior E-Commerce & Product Manager

Burbank, CA April 2024 - Present

- Owns all apparel and accessory planning while managing and overseeing the merchandise business across e-commerce, live events, and digital products.
- Spearheaded site merchandising enhancements, boosting AOV and conversion rate by 60%.
- Set sales targets and KPIs with leadership, doubling gross sales in less than twelve months.
- Launched marketing initiatives, developed advertising strategies, and collaborated with cross-functional teams to roll out social campaigns and promotions.
- Improved email marketing open rates by 70% and doubled the total subscriber list.

FULLMOON DIGITAL

Senior E-Commerce & Product Manager

Orlando, Florida (Remote) May 2023 - April 2024

- Executed all aspects of the client's various e-commerce channels, including financial forecasting, inventory management, customer experience, merchandising, reviews, and reporting.
- Developed and orchestrated marketing and advertising initiatives on prioritized platforms on time and under budget.
- Merchandised a complex SKU assortment for all clients and provided feedback on data-driven product gaps, trends, and opportunities.
- Developed and executed strategies across multiple sales channels, exceeding KPI expectations by 40% for multiple clients.
- Implemented operational processes and best practices to align with evolving requirements from channel partners and clients.

LIQUID DEATH

Senior Merchandising Operations Specialist

Los Angeles, CA September 2022 - May 2023

- Enhanced site merchandising and customer experience.
- Forecasted and oversaw inventory across reorders, stock levels, and monthly assortment tracking.
- Administered monthly assortment sheets and reported accurate sales metrics in real time.
- Drove seamless logistics and operations initiatives across cross-functional teams and diverse sales channels.
- Owned the monthly invoicing and inventory receipt process for the entire wholesale business.

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

- Owned the entire product development pipeline for multiple storefronts, including all merchandise for online and live events.
- Created and executed timelines, key milestones, and launch dates, delivering all merchandise for online and live events.
- Worked with various teams on product ideation, marketing, and promotional activations.
- Negotiated cost, minimums, and lead times with domestic and overseas factories, securing profit margins of over 65%.
- Led costing meetings with senior management and identified revenue opportunities.
- Facilitated 3PL vendor relationships to ensure shipments, storage, and returns deliver the best combination of service and price.
- Measured, evaluated, and reported on traffic, revenue, margin, inventory, conversion, AOV, and LTV for all Mythical-owned businesses and Amazon.
- Monitored inventory levels, reported monthly on the current stock, and refined demand/supply forecasting.
- Researched competitor and market trends and recommended strategies to drive sales and customer retention.

EDUCATION

Savannah College of Art & Design

2013 - 2017

BFA Fashion Marketing
and Management