

EXPERIENCE

FULLMOON DIGITAL

Senior E-Commerce & Product Manager

Orlando, Florida (Remote) May 2023 - Present

- Develop strategies for various sales channels and deliver against top-line targets and KPIs.
- 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 while working with PPC and content team, improving return on advertising spend.
- Work with cross-functional team members to improve speed to consumer and item-level forecasting accuracy as well as in-stock rates.
- Implement processes and best practices to ensure alignment with evolving channel partner's requirements.
- Merchandise a complex SKU assortment for all clients while providing feedback on data-based product gaps and trends to the product development team.
- Prepare and drive the annual company online promotional plan calendar to maximize revenue.
- Handle all channel partner queries and initiate inter-departmental coordination for accounting reconciliations.

LIQUID DEATH

Senior Merchandising Operations Specialist

Los Angeles, CA September 2022 - May 2023

- 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 reports for item sales, revenue reports, and dashboard updates directly to Senior Staff.
- 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.
- 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

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.

RELATED EXPERIENCE

MYTHICAL ENTERTAINMENT

Tour & Live Events Merchandise Manager

- VidCon London 2019
- VidCon Anaheim 2018 - 2019
- Rhett & Link Live Tour 2019
- Tour of Mythicality 2018



CONTACT

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SKILLS

INDUSTRY

Project Management
Vendor Sourcing
Vendor 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

EDUCATION

Savannah College of Art & Design

2013 - 2017
BFA Fashion Marketing
and Management