



EXECUTIVE SUMMARY

Master's degree holder in Data Analytics and Visualization with expertise in fashion/retail. Capable of aligning data-driven decision making with business strategy to drive performance improvement.

EDUCATION

MASTER'S IN PROFESSIONAL STUDIES - DATA ANALYTICS AND VISUALIZATION

Maryland Institute College of Art - 2022

BACHELOR'S OF SCIENCE - FASHION MERCHANDISING

Minor in Digital Sciences

Kent State University - 2016

SKILLS & TOOLS

Proficient

- **Microsoft Excel:** VLOOKUP, Pivot Tables, Fuzzy Text Match, Power Query, Macros
- **Data Visualization:** Tableau, Adobe Illustrator, Adobe Photoshop, RawGraphs, Canva
- **Paid Search:** Google Search, Shopping, Display, Facebook/Instagram Ads, LinkedIn Ads

Familiar

- **CRM/ERP Systems:** Merkle, Salesforce, Workday
- **Data Visualization:** Power BI, Flourish
- **Programming:** SQL, R, Python
- **Project Management:** Wrike, Asana, Jira, Trello

Key Competencies

- Data Analytics
- Data Visualization
- Project Management
- Visual Merchandising
- Vendor Management
- Margin Analysis
- Project Management
- Cost Control & Reduction
- Report Development
- Process Improvement
- Programming
- Problem-Solving

FEATURED PROJECTS

["Real Pockets for Real Lives: A Campaign for Equality"](#) – Mock pitch deck for a product development/marketing proposal to Uniqlo. The proposal endorses the strategy to extend the pocket lengths of their main women's denim styles.

["Exploratory And Statistical Analysis – Dataset Of 30,000 Products From Amazon"](#) – Analysis on a large dataset performed in R, including charts and plots. The following was performed for 9 different dataframes (product categories): Base values of product price (mean, median, and mode), fuzzy text matching, normalizing the pricing data, calculating the sample mean with 95% CI, Hypothesis testing of correlation between product price and product rank.

["Fashion Design Meets Business Intelligence; 'Myntra debuts their top picks for Chaitra Suhkladi'"](#) – Capstone project for master's in professional studies; a trend analysis report based on transactions/google trends data from competitor ecommerce sites in India. Functional prototype includes dashboards created in Tableau, illustrations, and more, all in a contained web experience.

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PROFESSIONAL EXPERIENCE

COACH

MAY 2023 - PRESENT

Jr. Analyst, Circular

- Created data visualizations/reporting on KPIs of the business, such as YoY growth and understanding the monetary values of credits given for products taken back for use.
- Within first weeks of role, created master/historical sheets for product categories to increase efficiency when developing future working line plans.
- In command of working line plans for products that are labeled "Restored" (refurbished goods) and "Upcrafted" (1 of 1 bespoke SLGs/footwear/apparel created from returned product from customers and stores.)
- Consistently made updates to working line plans and kept track of changes to products up until launch

SAKS OFF 5TH

JULY 2021 - JANUARY 2023

Project Manager, Gift Card Operations

- Conducted extensive analysis into data, created and prepared reports, and dispensed recommendations based on the KPIs of the Gift Card business.
- Drove a 2x increase in the share of digital gift card sales within internal channels and a 50% increase in the overall sale of digital gift cards.
- Demonstrated a track record of success by exceeding sales forecasts in 2021 and 2022 fiscal years.
- Orchestrated all elements of the implementation of new systems within the business to save money and increase efficiency in the fulfilment of both digital and physical gift cards.
- Navigated the transition to paper cards and card products for each production run, resulting in savings of more than 16,000 pounds of PVC plastic.

CHEWY

JANUARY 2020 - JULY 2021

Customer Service Representative

MAY 2020 - JULY 2021

- Worked on various teams across the organization, including Voice (ENG/SPA), Vet Diet, and Q&A/NPS (Brand Sentiment).
- Chosen to be part of initial pilot team to test new workflow for vet diet orders.
- Selected as Brand Ambassador and participated in exclusive brand trainings to disseminate information to team regarding new products, product issues, recalls, etc.
- Solved customer's issues cross functionally on a daily basis with all tools at disposal to resolve within first contact.

Vendor Specialist

JANUARY 2020 - MAY 2020

- Administered in-depth margin analysis to identify which SKUs were most appropriate for integration to the site.
- Conducted extensive research into, identified, and communicated with drop-ship candidates for Wild Bird.
- Furnished support and guidance to new candidates through all stages of the onboarding and item submission process.
- Played a key role by contributing to and facilitating the growth and expansion of brands for the Wild Bird vertical of the website.

OPTFIRST INTERNET MARKETING

NOVEMBER 2018 - OCTOBER 2019

PPC Specialist

- Gathered, compiled, and analyzed data to generate actionable insights and recommendations for clients' ad campaigns
- Conducted daily/weekly maintenance of PPC ad campaigns on multiple platforms (Google, Facebook, LinkedIn).
- Developed lead and conversion-generating digital ad campaigns, including landing pages, on various platforms for clients across different verticals.

UA BRANDS (UNIFORM ADVANTAGE)

AUGUST 2016 - NOVEMBER 2018

Product Specialist, Marketing

- Served in an integral role by merchandising cross-sells and conducting analysis into metadata to ensure success.
- Led the creation, development, and launch of product and category pages by administering an e-commerce platform.
- Oversaw the merchandising of departments on sites in alignment with different factors, including chronological, product changes, marketing campaigns, and changing site assets.