**Coel Antonio Locandro**

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**EXPERIENCE**

**Senior Salsify Solutions Architect** Mar. 2020 – May 2024

Flywheel Digital (formerly OneSpace) | St. Louis, MO

* + Oversaw successful delivery & QA of Flywheel Content Studio’s creative content (consumer search-driven & retailer-specific marketing copy, digital assets, & enhanced content) to client SOT systems & syndication to retailers while focusing primarily on expanding retailer networks, customer reach, organic discoverability, conversion, workflow automation & task delegation, and refining processes to improve speed to market.
  + Promoted three times, including twice in one year; I served 5 months as interim Manager of the Salsify Architect Team. Recipient & grantor of several awards while focused on our largest clients, I led client meetings from discovery & pre-sales all the way through PIM/DAM implementation, data audits & backfill, retailer connections, workflows, & EOY reporting.
  + Notably, I began weekly strategic consults with a Fortune 250 Soap & Cosmetics client months ahead of contract which led to our largest Salsify Service contract (2500+ hours) and a similar sized renewal the following year (2024).

**Quality Control Lab Technician** Nov. 2017 – Jan. 2020

Avient (formerly PolyOne) | St. Louis, MO

* + Testing of raw materials, polyurethanes, plastisols, epoxies, coatings, and elastomers to ensure compliance with quality standards and customer specifications.
  + Quality trend analysis, formula correction calculations of large-scale production batches, and SAP database entry.

**Logistics Coordinator** June 2015 – June 2016

Foster Townsend Rail Logistics (FTRL) | St. Louis, MO

* + Provided rail logistics services (3PL) for Phillips 66 and their fleet of over ten-thousand (10,000+) railcars throughout U.S., Canada, & Mexico. In addition to tracking, managing, and expediting railcar movement, I assisted with re-routes, demurrage audits, diversions, bad ordered cars, and verifying documentation.

**Regulated Product Representative** Sept. 2014 – May 2015

Millipore Sigma (formerly Sigma Aldrich), | St. Louis, MO

* + Research and evaluate hazardous materials to determine suitability of sale in terms of regulatory controls and acceptable liability guidelines by maintaining relational databases.
  + Approval of new research and development products by databasing components based on knowledge of regulations of various agencies including EPA, CDC, ITAR, DHS, & DEA.

**EDUCATION**

**Washington University in St. Louis** | Data Analytics Bootcamp Aug. 2018 – Mar. 2019

**Southern Illinois University Edwardsville** | B.S. Chemistry | (3.5/4.0) Aug. 2009 – May 2013

**Southern Illinois University Edwardsville** | B.S. Philosophy | (3.9/4.0) Aug. 2009 – May 2013

**SKILLS**

VBA, HTML, Python, JavaScript, D3, Leaflet, Bootstrap, R, Machine Learning, Hadoop, PostgreSQL, MongoDB,

PIM, DAM, CPG, SEO, MDM, ERP, SAP, Salsify, Syndigo, Data Modeling, API Integration, Power BI, Tableau,

Amazon Vendor Central, Walmart Retail Link, Target POL, Kroger VIP, Meijer & CVS Stibo, Walgreens CEP

**CERTIFICATIONS**

* + Salsify PIM Proficiency, Salsify Ecommerce Syndication Proficiency, Salsify Workflow Essentials
  + Data Analytics Certificate at Washington University in St. Louis - McKelvey School of Engineering