

I AM BERNARDO FARAH.

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PROFILE

I am a site merchant with significant technical experience with web applications. I speak 3 languages fluently (English, German, Portuguese) and speak conversational French.

I am looking to work in a part of the company that is young in spirit and constantly on the cutting edge of technology. I look forward to an opportunity to drive improvement, and become part of the family.

EMPLOYMENT HISTORY

WCC LLC. Site Merchandising for Walmart.com

OCTOBER 2013 – PRESENT

- Manages and implements content for Home department at Walmart.com, leveraging partnerships with merchant, marketing, creative and site merchandising teams
- Improves efficiency in processes surrounding content creation, distribution and implementation and contributes to task forces targeting project management tools
- Analyzes KPIs in content data and identifies areas for improvement in order to optimize site merchandising strategies (customer engagement, sales conversion, etc.)
- Driving consistency in best practices by sharing tools and technical knowledge with partners on the site merchandising team
- Coordinates with cross-functional partners, ensuring both business goals and customer needs are met consistently and within deadlines

Walmart Marketing Intern

JUNE 2012 – JUNE 2013

- Managed content for weekly email newsletter, reaching 23 million customers
- Played advisory role concerning digital capabilities in vendor RFP process
- Performed analytics on social data, extracting feedback and insights
- Participated in a social outreach program, interacting directly with customers

Holy Swiss Cheese Web Developer & Designer

APRIL 2008 – APRIL 2012

Worked with JungleDrums Ltd., Fugata Quintet LLP. Dancing Bee Ltd. and S2 Games

RiSEN Corp Marketing Manager

MAY 2009 – JANUARY 2010

Developed marketing strategy, modeled sales and uptake projections

EDUCATION

Regents College BA Global Marketing Management

2009 – 2012

London, United Kingdom

SKILLS & INTERESTS

Tools, Languages and Platforms

Microsoft Office, Adobe Suite, Google Analytics, Omniture, IDEs

HTML & CSS, Javascript, jQuery, Wordpress, PHP

Excellent presentation skills resulting from exposure at university and Walmart

Enjoys playing the piano and drums, as well as composing rock music