

# CAITLIN TRASK

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20 Rangely Dr.  
Colorado Springs, CO 80921

Experienced site coordinator with a demonstrated history of product management, strategic merchandising, site maintenance, and driving revenue growth and category conversion through ongoing site enhancements.

## EDUCATION

**Bachelor of Arts Interdisciplinary Liberal Arts  
Minor Media Studies**  
Colorado State University 2011-2017

## STRENGTHS

Merchandising  
Product Management  
Merchandise Planning  
Process Creation  
Organization  
Project Management  
Detail Orientation  
Adaptability  
Multi-Tasking

## SYSTEM EXPERIENCE

Oracle ATG BCC	●●●●
Oracle Endeca	●●●●
Google Analytics	●●●
JIRA	●●●●
SAP Netweaver	●●●
Google Suite	●●●●
Workfront	●●●
Olapic	●●●
Reflektion	●●●
Monetate	●●
Woocommerce WordPress	●●●●
MS Office Suite	●●●●
Adobe Creative Suite	●●●●
Sage	●●●●

## PROFESSIONAL EXPERIENCE

### Site Merchandise Coordinator TOMS

OCT 2017 - Present  
Los Angeles, CA / remote

- Manage full product life cycle of Kids product on TOMS.com & TOMS.ca: set-up, QA, launch, merchandising, maintenance
- Leverage product through strategic on-site merchandising across user segments, channels, and products
- Utilize web analytics and data to guide ongoing site improvements to merchandising, presentation, structure, and navigation
- Project managed Nov 2018 TOMS Surprise Sale generating \$3.4mm in revenue
- Manage shop creation and merchandising for email, homepage, and paid social media marketing
- Collaborate with creative team for product copy and imagery ensuring assortment and merchandising strategy are in alignment with business and consumer needs
- Ensure all merchandising, marketing, and promotional deadlines are met
- Assist in building weekly/monthly merchandise calendar to drive seasonal business
- Execute markdowns and prepare shops for promotions
- Assist in strategic improvements to user experience in collaboration with UX/UI and content teams

### Custom Recognition Consultant Award & Sign

SEP 2016 - OCT 2017  
Centennial, CO

- Creation, selling, and processing both in-house and outsourced orders for corporate awards, promotional products, and custom recognition products
- Managed client accounts ranging from private persons to Fortune 500s
- Extensive knowledge of industry specific systems BizWizard Order Manager and Sage
- Wholesale buying
- Daily communication with preferred vendors
- Collaborated with production department throughout entirety of order
- Developed systems and processes to optimize productivity
- Utilized Adobe Creative Suite for award design creation
- Company-wide communication via G Suite

### Sales Associate Sole Mates Inc.

JULY 2014 - AUG 2016  
Fort Collins, CO

- Executed store operations: sales, customer service, returns, merchandising, e-commerce site, inventory, online order processing
- E-Commerce Responsibilities: photography, editing, and managing product on WordPress
- Content creation and management of social media platforms: Facebook, Instagram, and Pinterest
- Wholesale Buying: communication with vendor, purchase order creation, seasonal trend forecasting, return authorizations, and brand research