**Coel A. Locandro**

St. Louis, MO 63110 ● 618-210-8928 ● coellocandro@gmail.com ● [coellocandro.github.io/](https://ordnah.github.io/)

Award-winning, highly motivated, well-organized, and results driven professional to secure a position within your company as a ***Manager, Senior, Lead or other key role in Digital Marketing Operations or Data Science,*** utilizing my skills, training, certifications, expertise & experience – relocation available for the right opportunity

**Professional Experience**

Flywheel Digital (*formerly OneSpace*) – St. Louis, MO

***Salsify Client Operations Manager*** Oct 2023 – Mar 2024

* + Through the materialization of business partnerships, I enabled my team with exclusive training & resources to master new platform capabilities upon release and deliver strategic insight & project innovation to our clients.

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

* + Led discussions with top CPG brands to understand their business goals and consult on digital strategy & marketing technology to deliver a seamless product experience to customers & retailers globally.
  + Spearheaded efforts to make technical service offerings more accessible for Sales team members, culminating in creation of several PM templates enabling Sales to more confidently market & manage Architect team projects.

Avient (*formerly PolyOne*) – St. Louis, MO

***Quality Control Laboratory Technician*** Nov 2017 – Jan 2020

* + Responsible for testing incoming raw materials and outgoing specialty polymer formulations to maintain high quality control standards and compliance with customer specifications. Recorded test data and performed quality trend analysis in SAP at various stages of production to advise operators on material adjustments.

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

***Office Manager / HR Generalist & Administration / Logistics Coordinator*** June 2015 – June 2017

* + Advanced rapidly as evolving business needs grew from starting up the Anheuser-Busch office space to travelling to newly acquired sites for onboarding & benefit enrollment. Independently provided rail logistics services (3PL) over a fleet of ten-thousand railcars throughout North America for Phillips 66.

Millipore Sigma (*formerly Sigma-Aldrich*) – St. Louis, MO

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

* + Performed research of all new and existing products to determine suitability of international sale in terms of acceptable liability guidelines & regulatory controls of agencies including ATF, CDC, DEA, DHS & ITAR.

**EDUCATION**

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

**Southern Illinois University Edwardsville** Bachelor of Science in Philosophy; 3.9/4.0 Aug. 2009 – May 2013

**Southern Illinois University Edwardsville** Bachelor of Science in Chemistry; 3.5/4.0 Aug. 2009 – May 2013

**SKILLS**

VBA, HTML, Python, JavaScript, API Integration, R, Machine Learning, Hadoop, PostgreSQL, MongoDB, Tableau

PIM, DAM, CSM, CPG, SEO, MDM, ERP, SAP, SaaS, Salsify, Syndigo, Profitero, Wrike, Power BI, Data Modeling

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

**CERTIFICATIONS**

* + Salsify Foundations, Salsify PIM Proficiency, Salsify Syndication Proficiency, Salsify Workflow Essentials
  + Data Analytics Certificate from Washington University in St. Louis – McKelvey School of Engineering