

ELLI MCKINLEY

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SUMMARY

With over 10 years of experience in e-commerce product operations and team leadership in the ski industry, I have proven ability to build high-performing teams, optimize processes, and enhance customer satisfaction. Skilled in analyzing metrics for strategic decision-making, developing documentation, dedicated to driving continuous improvement and operational excellence.

WORK EXPERIENCE

Business Systems Specialist | Colorado Mountain College

Feb 2025 – Present

- Manage Workday administration for Accounting, Finance, Contracts, Procurement, and Projects.
- Optimize business processes by configuring Workday modules to improve efficiency and user experience.
- Collaborate with stakeholders across departments to gather requirements and implement system enhancements.
- Develop and maintain process documentation and provide training for end users.
- Troubleshoot Workday system issues, coordinating with IT and vendors to resolve complex problems.
- Support data analysis and reporting, ensuring accuracy and compliance with financial policies.
- Assist in system upgrades and testing, providing feedback on new features and functionality.

E-Commerce Operations Manager | Alterra Mountain Company

Aug 2023 - Jul 2024

- Built, trained, and managed a team of product analysts
- Managed large-scale product builds for e-commerce platforms, including content, pricing, promotions, and taxonomy setup, contributing to a +5% increase in conversion.
- Executed the company's product roadmap by maintaining product setup timeline goals, evaluating new inputs for feasibility and success, and delivering or adjusting products to meet business needs.
- Streamlined processes for gathering product requirements, managing change requests, documentation (workflows and SOP's), and conducting user acceptance testing.
- Ensured all product submissions met company standards and resolved any deviations through structured workflows.
- Partnered with merchandising teams to implement A/B tests for product optimization and improved customer experience.
- Collaborated across departments to ensure systems aligned with business objectives, optimized customer experience, and increased conversion.
- Oversaw quality control for product builds, ensuring accurate content, imagery, and system mapping.
- Maintained strong partnerships with stakeholders, including marketing, operations, and customer service teams.
- Improved business processes to enhance team efficiency and measured performance through reporting and analytics.
- Managed workload forecasting and resource scheduling to support team scalability for additional projects.
- Resolved product-related incidents and prioritized vendor defect fixes.
- Developed product roadmaps and prioritized system enhancements to align with business goals.

- Created and analyzed metrics-based reporting to enhance team productivity and scalability to improve operational efficiency.

Product Administration Manager | Aspen Skiing Company

Apr 2020 - Aug 2023

- Configured and maintained e-commerce and POS ski products across sales channels using RTP|One, Aspenware, and Inntopia.
- Collaborated on updated Sales Confirmation templates and launched a team documentation system.
- Developed training materials in collaboration with training teams to enhance employee knowledge and operational success.
- Analyzed and optimized product processes to ensure financial accuracy, reduce guest friction, and improve employee experiences.
- Maintained strong communication and collaboration across departments, including Sales, Marketing, IT, and Finance, to meet product and operational needs.
- Led QA testing and check-work processes to ensure functionality and accuracy of all products.
- Generated ideas to enhance purchase flow, increase revenue, and improve guest service experiences.
- Partnered with Ecommerce and Front-Line teams to ensure a seamless online guest journey.
- Created and analyzed reports to identify errors and implement timely solutions.
- Provided leadership within the Mountain Sales & Schools team and supported operational needs as required.
- Utilized strong technical expertise with RTP, Aspenware, and other point-of-sale systems to support product lifecycle management.

Call Center Manager, Mtn Sales | Aspen Skiing Company

Aug 2018 - Apr 2020

- Collaborated on the creation of a supplemental training program and digital manual for agents.
- Assisted in assessing operational success and improvement opportunities to align with company goals.
- Provided customer service for resort guests to ensure an unforgettable guest journey.

Call Center Supervisor, Mtn Sales | Aspen Skiing Company

Sept 2016 - Jul 2018

- Collaborated on the creation of a supplemental training program and digital manual for agents.
- Assisted in assessing operational success and improvement opportunities to align with company goals.

Ticketing Supervisor, Highlands | Aspen Skiing Company

Jun 2015 - Sept 2016

- Provided customer service for resort guests for resort guests to ensure an unforgettable guest journey.

Lead Ticket Seller | Aspen Skiing Company

Nov 2014 - Jun 2015

- Supported management in frontline ticket office operations and staff training.

CORE SKILLS

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|--|------------------------------------|
| • Strategic Decision Making | • Stakeholder Collaboration |
| • Process Documentation & Training Development | • Project Management & UAT |
| • Optimizing Processes | • Atlassian Confluence and Jira |
| • Business Systems Optimization | • RTP One, Inntopia, and Aspenware |
| | • Microsoft Office 365 |

TECHNICAL SKILLS

- **Programming Languages:** JavaScript, TypeScript, HTML, CSS,
- **Frameworks & Libraries:** React.js, Node.js, Express.js, TailwindCSS
- **Databases:** PostgreSQL
- **Version Control & Deployment:** Git, GitHub, Render, Netlify

LICENSES & CERTIFICATIONS

SQL Essentials Training LinkedIn Learning	2024
SQL Practice: Inserting Data LinkedIn Learning	2024
SQL for Non-Programmers LinkedIn Learning	2023
Excel: Creating a Basic Dashboard LinkedIn Learning	2023
Jira and Confluence Together Atlassian	2023
Be the Manager People Won't Leave LinkedIn Learning	2023

EDUCATION

Coding Bootcamp University of Denver	<i>In-Progress (Certificate Expected 2025)</i>
BS, Geology University of Puget Sound	2013
<ul style="list-style-type: none">• Minor in Environmental Policy and Decision Making• Thesis: <i>Environmental History of a ~13,000 year Sediment Record from the Most Contaminated Lake in Western Washington</i>	