

ERIN YAYLALI

11 Jennifer Place, San Francisco, CA 94107 | (786) 271-4013 | erinyaylali@gmail.com

Experience

DOORDASH

Palo Alto, CA

Manager, Business Operations and Growth

2013-present

First business hire at on-demand delivery startup backed by Sequoia Capital, Khosla Ventures, and Y Combinator

Operations

- Wrote the merchant operations playbook and built processes that allowed DoorDash to scale from 70 to 1120 merchant partners. This includes merchant onboarding, ordering protocol, communication with merchants, and sales operations
- Built processes for communication between the partnerships, operations and engineering teams
- Built and managed a team of 6 people to execute merchant operations. Created and optimized their workflow to increase output and range of responsibilities, bringing the rate of weekly merchant additions from 10 to 100
- Product managed merchant products including payments, error tracking tools, merchant portal, iPad app
- Assisted with developing and testing sales strategy and hiring for sales
- Developed and executed the “welcome kit” sent to new merchant partners in order to streamline restaurant on-boarding, a major bottleneck during district launches

Growth

- Wrote the launch playbook for acquiring customers in new markets including LA, Boston, and the Bay Area
- Developed the consumer acquisition strategy, including online and offline channels, by tracking and analyzing inputs and the performance of each channel by market
- Built budgets for new area launches and ongoing local marketing
- Created the community manager position, designed the roles and responsibilities, and led the recruitment process
- Led growth for the LA launch as one of three members of the launch team and beat our aggressive order volume goal by 80%
- As the first member of growth team, developed branding and storytelling, community engagement, and social media strategy as well as growth team structure and division of responsibilities between local markets and HQ
- Executed campaigns by hiring and managing street teams and 2 interns
- Established partnerships and cross-promotional campaigns with PureBarre, Costco, Groupon, Soul Cycle and more

ABERCROMBIE & FITCH

Columbus, OH

Business and Merchandise Analyst – Leadership Development Program

2013

- Full responsibility of managing and making decisions for the \$9 million Gilly Hicks sweaters business
- Analyzed trends and historical data to create pre-season financial plans, developing and adjusting business strategy
- Reviewed product lines to determine number of styles and the strategy of each item to maximize productivity
- Set promotional and pricing strategies

DEUTSCHE BANK

Istanbul, Turkey

Research Intern for Global Markets Division

2011

- Compiled macroeconomic data on EMEA economies from a variety of sources and researched capital flows
- Analyzed collected data to discover trends and presented findings to chief economist
- Assisted chief economist during presentations to clients and potential investors

ING Bank

Istanbul, Turkey

Consumer Marketing Intern

2011

- Assisted with the product launch of the Orange Account in Turkey by developing marketing campaigns for the launch and presented recommendations to the VP of Marketing

Education

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Chapel Hill, NC

Bachelor of Arts in Economics and Middle Eastern Studies

2013

- **Activities:** President of the Transfer Student Body, Director of Operations of Carolina Economics Club, Peer Tutor, Academic Advising Program Council member, Alternative Break Trip Leader

MIDDLE EAST TECHNICAL UNIVERSITY

Ankara, Turkey

Exchange Student

2011

Additional

- Excel, Google Analytics (GAIQ), SQL, HTML, CSS, learning Python
- Amateur chef, distance runner, avid traveler, health nut, Portlander