

HALEY HILTON ZITO

Vista, CA

Phone: 858-945-4569 | **Email:** haleymariehilton@gmail.com

LinkedIn: <https://www.linkedin.com/in/haleyhilton> | **GitHub:** <https://github.com/haleyhilton>

PROFESSIONAL SUMMARY

Full stack developer leveraging background in leadership and operations to provide unique perspectives on how end-users interact with platforms and ensuring team priorities are aligned and deliverables are met. Recently earned a certificate in Full Stack Web Development from UC San Diego Extension, enhancing my skills in responsive web design, JavaScript, React, Node.js, and SQL. Innovative problem-solver who is passionate about developing apps and delivering on both internal and external client needs. Greatest strengths are in leadership, creativity, teamwork, and building projects from ideation to fruition. My educational and professional background in tech, combined with an impassioned drive to effectively solve problems, would make me a strong addition to any organization

TECHNICAL SKILLS

Languages: Javascript, SQL

Tools: HTML5, CSS, jQuery, Bootstrap, MySQL, MongoDB, Express, React, Node, Handlebars.js

ADDITIONAL SKILLS

Management: Agile, budgeting, creativity, project management, empathy, business analysis

Development: Wireframing, Trello, UX design, Adobe Creative Suite, Github, Heroku, Google Suite, Microsoft Office

EXPERIENCE

Regional Manager | Performance Coach
Marine Layer

Mar 2019 – Present
Austin, TX - San Diego, CA

Manage people and operations for 17+ store locations for a California lifestyle brand; lead a team of 12 direct reports and 110+ indirect reports. Oversee P&L valued at \$26M, and have the top performing region in the company, with a special focus on efficient operations management. Provide team-centric management style that enhances employee productivity through customer-focused training methods and rewards-based employee programs, as well as a strong understanding of stressors and motivators. Drove the implementation and training of a new sales system, scheduling software and operations software across 50+ stores.

Key Accomplishments:

- Built and maintained award winning team leaders; consistently rated top performing region in the company
- Created incentive program that reduced turnover in top talent by 50% and increased sales revenue by 53%
- Developed standardized reporting templates and analyses methods, resulting in 30% reduction in turnaround time

- Identified as a subject matter expert and leader, serving company wide in sourcing and opening new stores, developing new teams to achieve standardized performance KPIs and exceed operational, visual and customer goals
- Led due diligence on all new technology considered for the company; key decision maker with all new hardware and SaaS

Executive Operations Manager
AlertMedia

Mar 2017 – Mar 2019
Austin, TX

Joined company in start-up phase as employee #20 and facilitated operations growth as the company scaled to 100+ employees. Oversaw transition from 1400 sq ft to 15,000 sq ft office from ideation through build out and move-in. Launched complex vendor changes by leading cross-functional coordination, facilitation of contract negotiations and conducting impact reporting ensuring appropriate infrastructure for scale of operation.

Key Accomplishments:

- Worked with executive leadership to review and make prioritization decisions
- Drove key decisions through analyses and employee happiness surveys to evaluate and showcase ROI of operations initiatives across the business
- Managed operations budget of \$500K annually, reducing costs annually by 24%, 12% and 12% respectively
- Led all board and investor communication; assisted with board deck reporting and cross-departmental organization

Office Manager
Nixon

Sep 2016 – Mar 2017
Encinitas, CA

Used leadership background to assess, prioritize and assist with select departments as needed. Managed all vendor relations, supply and food ordering for 350+ employees between two locations. Strong communication skills and a desire to learn landed me on several special teams, one of which was to test and give feedback on new product developments with an average team tenure of 7+ years.

Key Accomplishments:

- Implemented and maintained COI tracking system for all third-party vendors and assisted finance to meet compliance standards. Converted 100% of hard copies to electronic database
- Managed all internal, pro-team, marketing, and PR special orders
- Aided customer service team with 100+ calls and emails each day
- Championed and organized company-wide incentives, paving a process still continued today

Operations Manager
Anthropologie

Jan 2015 – August 2016
Los Angeles, CA

EDUCATION

Certificate in Full Stack Development

University of California, San Diego Extension

September 2022

San Diego, CA

Bachelor of Arts In Communication Studies / Minor In Journalism PR

California State University, Northridge

2014

Los Angeles, CA