

JENNI HEWES

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EXPERIENCE

MERCHANDISING OPERATIONS SPECIALIST, WAYFAIR - BOSTON, MA

APRIL 2018 – MARCH 2020

- Launched an optimal SKU setup as a member of a special projects team to streamline shipments of furniture
- Converted 2,100+ SKUs representing \$1.8M in revenue into the new setup
- Audited back end SKU data pulled from SQL
- Trained 90+ Wayfair employees on new tools and setup

MANAGER OF RETAIL PARTNERSHIPS, OWNER IQ – BOSTON, MA

SEPTEMBER 2016-APRIL 2018

- Grew monetization relationships through weekly and monthly touch bases for 35 IR 500 retail partners
- Analyzed partners' data usage reports
- Generated over \$200K in media sales to merchants at retail partners

MEDIA SALES PLANNER, OWNER IQ – BOSTON, MA

DECEMBER 2015-SEPTEMBER 2016

- Recommended targeted marketing tactics for advertising campaigns through 200+ Requests for Proposals leading to over \$3.3M in revenue
- Generated reports from consumer data to accompany proposals
- Trained 4 new hires on the team

ASSOCIATE MEDIA SALES PLANNER, OWNER IQ – BOSTON, MA

JUNE 2015-DECEMBER 2015

- Responded to 100+ Request for Proposals to ad agencies leading to over \$2.1M in revenue
- Recommended targeted marketing tactics for advertising campaigns

EDUCATION

BACHELOR'S OF ARTS DEGREE IN MANAGEMENT EMMANUEL COLLEGE – BOSTON, MA

2011-2015

Minor in Writing and Literature

SKILLS

- Microsoft Excel
- SQL
- Google Sheets
- Google Slides
- Microsoft Power Point
- Microsoft Word