Kristina Traeger

San Francisco, CA I 415.819.7002 I kristina@traeger.co | kristinatraeger.com | U.S. Permanent Resident

Profile

Ops wizard turned passionate front end developer. From Berlin. 💕 's fast moving environments. Highly empathetic & efficient.

Relevant Skills

- HTML5 & CSS3
- Bootstrap
- jQuery & JavaScript
- Git & Github
- Sass

Additional Skills

- Won 1st Price #DisruptFashion Hackathon 2015
- Multilingual: fluent in English, German, French
- Superb computer Skills: MS office (especially Excel & Powerpoint), Mixpanel, Facebook Insights, Shopify, Infusionsoft
- Strong business & analytical background paired with creative mind
- Highly entrepreneurial spirit & experienced in working and living with people from all over the world
- Proven track record of successfully managed multinational projects

Experience

STYLE LEND I SAN FRANCISCO, CA   **October** 2014 - September 2015

area: tech, fashion, e-commerce, marketplaces

Director Business & Operations

- Managed and developed business partnerships
- Lead analytics, tracked user funnels and managed product pipeline
- Responsible for continuous improvement of order fulfillment processes
- Implemented new inventory tracking, delivery and return system
- Improved shopping experience online by optimizing photo production
- Reduced dry cleaning costs by 40%
- Increased return turnaround time by 50%

COOLIRIS I SAN FRANCISCO, CA (acquired by Yahoo)   April 2014 - October 2014

area: tech, media sharing, messaging app

Community Outreach & Social Media Marketing

- Supervised content creation team
- Defined new content strategy for all outreach channels
- Doubled weekly average of page visits and user engagements within only 2 weeks
- Lead influencer outreach pre- and post product launch

UX Research

- Conducted user studies to identify friction points
- Analyzed competitors and examined strengths and weaknesses

ZALANDO I BERLIN, GERMANY   May 2012 - April 2014

area: tech, fashion, e-commerce

Project Manager Logistics

- Reduced amount of undelivered packages by 50%
- Increased delivery quality in Italy while spending 12% less delivery costs
- Developed warehouse processing tool which shows dependencies, max performance and labour cost per item
- Lead supplier sourcing, contracting and integration projects for France and Italy, both EUR 2-digit M markets
- Lead R&D project w/ strategic partner to innovate customer experience for home deliveries
- Being focal point of contact for supplier, head level, and all further stakeholders during warehouse ramp-up phase

SCF SUPPLY CHAIN FACTORY I WILLICH, GERMANY   October 2010 - May 2012

area: management, consulting, operations

Logistics Consultant

- Managed freight spent of EUR 10 M p.a. for client in automotive industry
- Developed supply chain concept for tech start up sourcing from China

DEUTSCHE POST DHL I TROISDORF, GERMANY   April 2009 - October 2010

area: logistics, transportation, distribution

Working Student: Research & Innovation

- Responsible for audit compliance of "DHL SmartSensor" technology
- Managed operations for project "DHL SmartTruck" optimizing last mile using dynamic route-planning and RFID

RYDER I DUSSELDORF, GERMANY   October 2007 - April 2009

area: supply chain, 3PL, automotive, logistics procurement

Working Student: Logistics Management

- Analyzed logistics data to minimize unused loading capacity for LTL/FTL transportation network
- Implementation of new freight audit & payment process

Education

European University of Applied Sciences (EUFH), Bruehl, Germany   October 2007 - October 2010

B.A. Logistics Management I Grade: 1.7 (amongst top 10%)

European Business School (EBS), Paris, France   January 2010 - June 2010

International Business (semester abroad) I Grade: 1.3 (amongst top 5%)

Personal References

Matt Brody

Codify Academy | Co Founder | 925.876.3287

Lona Duncan

Style Lend | Founder & CEO | 415.734.1687

Brittany Allyn

ex Style Lend | Co Worker | 425.444.5683

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ex Cooliris | Supervisor | 669.224.5060

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