



Kristina Traeger

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## Profile

Ops wizard turned front end developer. From Berlin. 💕's startups, all things fashion and building awesome products.

## 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 | 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 | 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 | 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** | 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** | 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** | 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 | Grade: 1.7 (amongst top 10%)

**European Business School (EBS), Paris, France**

January 2010 - June 2010

International Business (semester abroad) | 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

**Sebastian Blum**

ex Cooliris | Supervisor | 669.224.5060

**Alexander Seyfert**

ex Cooliris | Co Worker | 669.224.5060

**Christoph Stark**

Zalando | VP Logistics | +49 176.127.58537

**Marc Mahler**

Zalando | Supervisor | +49 176.127.58268

**Nicolas Kuehnel**

SCF Supply Chain Factory | Founder & CEO | +49 172.369.2332