roxy ayaz

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✚ summary

Creative developer with a background in eCommerce passionate about developing innovative products. Excels at problem solving, design, and thinking outside the box. Proficient in full stack web development and User Experience.

✚ employment

GENERAL ASSEMBLY   New York, NY
Web Development Immersive Engineering Fellow
Oct 2017 to Current
• Built and deployed full-stack web applications using HTML5, CSS, JavaScript, React, Ruby on Rails and Express
• Integrated web APIs from third-party sites
•Experience working in agile teams and collaboration through Git
• Created responsive views using CSS Grid, Flexbox and Media queries
• Projects: Tinder-like dating app, advanced search recipe app, eCommerce chocolate site, trivia game, movie/tv promotional sites and CRUD apps

QUIDSI, INC. (A SUBSIDIARY OF AMAZON)   New York, NY
Associate Buyer, Toys
Mar 2016 to Aug 2017
• Managed buying process of 50+ brands and items totaling $4 million annual sales
• Projected sales, units, gross profit, average selling price, average unit costs; based on inventory on hand and on order as well as market trends
• Generated $100K in GMS from aggressive pricing by monitoring Amazon rate of sales and analyzing strategy to forecast opportunities, for the largest 3P seller on Amazon Marketplace
• Drove $60K in new sales revenue by onboarding 8 new startups and boutique brands in the 4th Quarter
• Negotiated marketing, damage, freight terms, and additional dollars to cover for unproductive inventory
• Planned marketing events; email content, site promotions, banners, homepage display and sold online ad space
• Created system for finding assortment for scheduling Amazon Marketplace Best Deals and Lightning Deals

MACY'S   New York, NY
May 2013 to Apr 2016

Assistant Buyer, Confection (Food & Candy)
Feb 2015 to Apr 2016
• Forecasted Spring 2015 weekly sales by product category; developed sales plans and pricing strategies
• Summarized projected and actual sales generated per print ad using Macros for Spring and Fall 2015 seasons
• Built Spring 2016 Pricing Matrix; oversaw Assistant Pricing Analyst in Point of Sale (POS) pricing and item markdowns
• Managed booking of Purchase Orders for 40+ vendors; monitored seasonal sell-through, weeks of supply, inventory
• Allocated all fashion orders and first-time orders; oversaw and tracked weekly replenishment orders

Assistant Buyer (Macys.com), Status Crystal & Silver Gifts
Oct 2014 to Feb 2015
• Presented weekly recaps summarizing sales of 15 vendors to monitor trends, sales plan, and volume drivers for eCommerce site
• Made recommendations on reorders, Point of Sale (POS) pricing and markdowns based on markup, turn and stock levels
• Maintained site functionality for 3,000 products; managed product pages, search terms and site tested for sales events
• Presented proposal to add products from high-end vendors using consumer data

Planning Allocator (Macys.com), Luggage
Aug 2014 to Oct 2014
• Successfully completed Macy's Executive Development Program (EDP)
• Led weekly Purchase Order tracking meetings to communicate order status or current and newly allocated orders
• Allocated and tracked Purchase Orders of 15+ vendors daily

Inventory Planner Intern, Women's Suits-RTW
May 2013 to Aug 2013
• Analyzed and presented weekly recaps comparing sales plan for top 50 stores by climate, ethnic region and strategies
  • Monitored stock levels and sell-through mark down issues and replenished over

✚ skills

Adobe Photoshop
Adobe InDesign
HTML
CSS
Amazon Tools & Systems
JavaScript
Python
Excel
node.js
SQL
React
Express
PostgreSQL
Ruby on Rails

✚ education

2018	**GENERAL ASSEMBLY**	Web Development Immersive Engineering Fellow
2017	**PER SCHOLAS**	#Codebridge Program
2014 2014	**UNIVERSITY OF FLORIDA**	B.A. Business Administration B.S. Advertising minor: Information Systems

✚ awards

Halal Hackathon– 1st Place   Jun 2016

Macy's Careers After College Feb 2015

Startup Weekend NYC–   Apr
Honorable Mention   2015

AT&T Mobile App Hackathon –   Nov
3rd Place   2016