

## + 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, User Experience, strategy and presentation.

## + employment

### SUBCONSCIOUS

#### Frontend Developer

Aug. 2018 to Current

Orlando, FL

- Converted Zeplin wireframes to React components for custom WordPress site
- Worked closely with the team to enforce style guide and design system
- Integrated Stripe API to develop on-site trusted donation/payment system and seamless user experience

### GENERAL ASSEMBLY

#### Web Development Immersive Engineering Fellow

Oct. 2017 to May 2018

New York, NY

- 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
- Created and used databases with PostGRES
- Projects: Tinder-like dating app, advanced search recipe app, eCommerce chocolate site, trivia game, movie/tv promotional sites and CRUD apps

### AMAZON

#### Associate Buyer

March 2016 to Aug. 2017

New York, NY

- Managed buying process of 50+ brands and items totaling \$4 million annual sales (for Quidsi, inc., a subsidiary of Amazon)
- 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
- Planned marketing events; email content, site promotions, banners, homepage display and sold online ad space
- Quality Assurance (QA) Tested customer emails and website for upcoming sales promotions and events
- Negotiated marketing, damage, freight terms, and additional dollars to cover for unproductive inventory
- Created system for finding assortment for scheduling Amazon Marketplace Best Deals and Lightning Deals

### MACY'S, INC.

May 2013 to April 2016

New York, NY

#### Assistant Buyer

Oct. 2014 to April 2016

- Forecasted Spring 2015 weekly sales by product category; developed sales plans and pricing strategies
- Summarized projected and actual sales generated per print ad
- Built Spring Pricing Matrix; oversaw Assistant Pricing Analyst in Point of Sale (POS) pricing and markdowns
- Managed 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
- Utilized Content Management Systems (CMS) to create and manage product pages and search terms for 3,000 pages
- Quality Assurance (QA) Tested and site tested for future sales promotions and events
- Presented proposal to add products from high-end vendors using consumer data

#### Planning Allocator

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

May 2013 to Aug. 2013

- 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 on units sent across store locations

### SEAWORLD PARKS & ENTERTAINMENT

#### Merchandise Intern

May 2012 to Aug. 2012

Orlando, FL

- Reported on revenue, price sensitivity and changes in yearly traffic to efficiently order, price and display inventory in 10 gift shops to increase revenue
- Assisted management of team of 20 front-line workers and handled customer service and complaints of services and products
- Attended leadership classes, expert seminars and behind-the-scenes tours to increase knowledge of internal operations

## + skills

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

## + education

2018

### GENERAL ASSEMBLY

Web Development Immersive Engineering Fellow

2017

### PER SCHOLAS

#Codebridge Program

2014

### UNIVERSITY OF FLORIDA

B.S. Finance

B.S. Advertising

minor: Information Systems

## + awards

Microsoft Reactor, Enza Academy · April 2018  
Hackchella 2018 Hackathon

2nd Place

Queens Hackathon June 2016  
1st Place

Macy's Careers After College Feb. 2015  
1st Place

Startup Weekend NYC April 2015  
Honorable Mention

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