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WORK EXPERIENCE

Tavour - Merchandising Manager *Seattle, WA*

Jun. 2021 - Present

- Direct a data-driven team focused on optimizing product sales, achieving annual sales of over \$20 million.
- Analyze daily customer purchasing trends using PostgreSQL, extracting insights into patterns and behaviors.
- Work closely with the buying team to develop data-driven solutions based on customer trends I uncover, ensuring we purchase the best products for our customers.
- Collaborate with the CEO, playing a pivotal role in shaping and executing key merchandising strategies for our e-commerce company.
- During my 2 years in this position, Tavour's annual revenue increased by 20%.

Tavour - Merchandising Analyst *Seattle, WA*

Aug. 2017- Jun 2021

- Created and manage the merchandising calendar, a daily schedule for product releases.
- Evaluated pricing for each product, striking a balance between maximizing company profits and ensuring a fair and positive customer experience.
- Utilized daily revenue forecasting to project potential earnings, and proactively adjusted product offerings to align with revenue goals and achieve optimal financial performance.
- Created metrics around take rate, revenue, and baskets opened to gain insights into customer behavior.
- During my 3 years in this position, Tavour's daily revenue increased by over 430%.

Eddie Bauer - Igniter Marketing Intern *Bellevue, WA*

Summer 2016

- One of eight Igniter interns selected from a pool of 650 applicants.
- Collaborated with a team of four interns to create an innovative solution meant to increase college-aged brand engagement.
- Presented the strategy in front of the entire company at the end of the internship.
- Awarded a \$1,000 scholarship from the CEO because the company decided to adopt our strategy.

Gonzaga University School of Education - Dean's Office of Graduate Admissions *Spokane, WA*

September 2015-May 2017

- Redesigned acceptance packet materials using Adobe Illustrator.
- Updated databases with received applicant materials.

AT&T - Digital Life Marketing Intern *Atlanta, GA*

Summer 2015

- Identified primary Digital Life target markets through market segmentation.
- Communicated with the entire Digital Life office from software engineers to marketing to customer service reps to installation techs to gain insight into the business and how their work impacts a customer's experience.
- Used the information gained from both target market analysis and talking with the Digital Life employees to walk through our target market's "experience" as a Digital Life customer so that I could identify pain points through their entire purchase experience (i.e. from finding out about Digital Life through the installation and interacting with the service)

EDUCATION

University of Washington *Seattle, Washington*

Certificate Earned: March 2023

- Full Stack Software Engineer Bootcamp

Gonzaga University *Spokane, Washington*

Graduation: May 2017

- Bachelor of Business Administration – GPA: 4.0
- Concentrations: Marketing and Management Information Systems
- Gonzaga University Honors Program

ACHIEVEMENTS AND QUALIFICATIONS

- Fluent in PostgreSQL
- Proficiency in React, Javascript, Node, Express, APIs, JQuery, PHP, R, MySQL, Sequelize, Git, HTML, Bootstrap, and CSS
- Six Sigma Green Belt