

Shaundra J. Merolla

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Work Experience

Dunkin' Brands, Inc.

Jan. 2017 – Present

Analyst – Store Systems, Content Management

Partner with Marketing, Operations, and key stakeholders to gather and analyze product requirements.

Act as a subject matter expert for point of sale technologies, including crew interface, product configuration, and back of house design.

Dunkin' On the Go Mobile Ordering

- Manage menu content for Dunkin's mobile ordering application through monthly marketing windows
- Use of JIRA to monitor sprint progress and collaborate with in-house and off-shore partners

Dunkin' Delivers with Grubhub Inc.

- Collaborate on and execute improvements to user interface and content enhancements, for the Grubhub Delivery platform

Baskin-Robbins Ecommerce

- Key participant in the Baskin-Robbins Ecommerce re-launch with Tillster, Inc.
- Provided expertise for menu mapping, brand standards, and requirements
- Maintained pre-launch menu and managed full regression test of the menu

The TJX Companies

Aug. 2012 – Jan. 2017

Project Management Specialist – Marketing

Jan. 2015 – Jan. 2017

- Strategically planned and managed the workflow of multiple projects, simultaneously, through the creative, brand, art buying, studio, and print production process
- Collaborated with internal teams to identify priorities and balance scope, to create accurate milestones and timelines that work for all stakeholders
- Managed additional digital projects for social media content, and in-store video

Project Analyst – Store Systems, Implementation

Aug. 2013 – Jan. 2015

- Managed and executed the implementation of multiple projects on yearly basis to provide over two thousand new, and existing, TJX stores with upgraded systems; providing technical support as needed
- Collaborated with vendors to finalize statements of work, and develop project rollout schedules
- Utilized Visio and Microsoft Office products to maintain process flows and project documentation for teams' future use; actively evaluating existing processes and adjusting as necessary
- Traveled domestically to assess and manage vendor performance, evaluate the stability of store systems, and audit hardware security

Education

Boston University – Boston, MA

Sept. 2018 – Present

Master of Science in Information Systems

- Concentration: **Web App Development**

Technical knowledge of Java, HTML, CSS, and JavaScript programming languages

University of Rhode Island – Kingston, RI

Sept. 2008 - May 2012

Bachelor of Science in Business Administration, Cum Laude

- Major: **Entrepreneurial Management**
- Minor: **Fashion Merchandising**