

## PROFESSIONAL EXPERIENCE

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**Category Manager – Golf & Winter Sports**, Curated Inc, San Francisco, CA December 2023 – Present  
**Associate Category Manager – Golf** January 2023 – December 2023  
**Account Associate – Apparel** January 2022 – December 2022

- Own P&L and lead day-to-day operations for golf department (\$20+ million in annual revenue)
- Manage and mentor two direct reports and provide dotted-line supervision of 8 cross-functional partners
- Lead Joint Business Plan negotiations with all vendors resulting in margin improvement of 3.5% from 0% across all major OEMs
- Provide data analysis and financial modeling to inform key business decisions including partner negotiations, product assortment choices, and pricing strategy by leveraging syndicated market data, sales metrics, and customer, demographic, and purchase behavior data
- Drive initiatives to differentiate Curated within the outdoor sports market and improve our customer value proposition, e.g. extend playability guarantee beyond industry standard 30 days
- Own initiatives to improve margin and focus on profitable growth, e.g. conducting analysis to understand the long-term value of consumers with unprofitable first purchases
- Design pricing strategy across 10k sellables and ensure adherence to minimum advertised pricing policies while developing creative discounting strategies to drive sell through
- Develop operational structure to resell returned inventory (run analytics, write business plan, coordinate with third-party warehouse, oversee technical integrations and team), saving >\$400k of otherwise lost profit and improving conversion rate via extended return policy and “try before you buy” program
- Drive cross-organization operational efficiency resulting in 40+ hours saved per week via re-organization of operations team and implementing and writing the company’s first-ever Standard Operating Procedures
- Lead all merchandising efforts for category; develop and manage organic growth initiatives including social media strategy, video content on product pages, targeted email campaigns, and comprehensive editorial content, driving a 17% conversion lift per product featured
- Run vendor management and business development for emerging subcategories: understand product landscape, build relationships, negotiate terms and onboard to platform (including dropship integration)
- Promoted 3x in 2 years and consistently rated top performer by leadership and cross functional partners

**Co-Founder & COO**, Ruggette PBC, Waterville, ME January 2019 – January 2022

- Co-founded and grew sustainable women’s outdoor clothing startup while college student; managed finances, operations, marketing, and R&D initiatives
- Oversaw all aspects of supply chain as main point of contact between manufacturers, brand partners, vendors, fabric mills, artists, designers, 12 interns, and over 152 brand ambassadors
- Designed pants from scratch to fill hole in the market for women’s apparel for athletic body types
- Led mission-driven initiatives to raise brand awareness and charitable money to support DEI in the outdoor industry through hosting educational workshops, nonprofit partnerships, and artist collaboration

**Upper School Teacher**, Beaver Country Day School, Chestnut Hill, MA September 2020 – June 2021

- Designed curriculum, taught, advised, and graded ninth grade English
- Student Council and TEDxBeaver Advisor, Half Marathon Assistant Coach, Entrepreneur in Residence

**Projects Manager & Barista**, Goodrich Coffee Bar, Williamstown, MA January 2017 – March 2020

- Supervised operations and led hiring process for thirty-five-person team at student-run coffee shop

## EDUCATION

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**Williams College**, Williamstown, MA August 2016 – June 2020

- B.A. in Environmental Studies; thesis awarded Highest Honors

## SKILLS & INTERESTS

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**Skills:** Google Sheets, Looker, Microsoft Excel, QuickBooks, G-Suite, Jira Automation, Adobe Suite, Shopify

**Interests:** Long-distance running, gluten free baking, functional nutrition, backpacking, camping, skiing