

# ANA MELODY MASIS

479-549-5439 • melodymassis@gmail.com • linkedin.com/in/melody-masis/

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## EDUCATION

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**University of California Berkeley, School of Information** | *Master of Data Science* **Expected May 2025**

- Data Science/Machine Learning Engineer Intern – Creative Exchange | Tune Together

**University of California Berkeley, Haas School of Business** **May 2022**

*Master of Business Administration*

- Graduate Student Instructor: Private Equity Leveraged Buyouts & Mergers and Acquisitions
- SpacePlace Inc. Strategy Consultant | Co-Founder: Berkeley Skydeck backed, creates brand marketing ecosystems
- Data Science Club Marketing VP | Lean Six Sigma Green Belt

**Bachelor of Arts, International Business, Focus in Economics & Marketing**

- SIFE Service Leadership Award, Dean's List of Excellence | Governor's Cup: 1st Prize in Technology, 2nd Overall
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## EXPERIENCE

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**Reebelo, San Francisco, CA** **Oct 2023-Present**

**Category Manager**

- Led the end-to-end development and execution of product strategies for new market entries, resulting in a 40% increase in market share over one year.
- Designed data dashboards and collaborated with engineering, marketing, and sales teams to launch sales campaigns, improving customer engagement metrics driving contribution margin to positive in a startup environment.
- Conducted market research and competitive analysis to inform product vision and identify opportunities for innovation.

**DoorDash, San Francisco, CA**

**Mar 2023-Jun 2023**

**Senior Manager, Category Strategy and Analytics [contract]**

- Negotiated complex supplier contracts and leveraged data-driven insights to enhance product offerings, directly impacting customer experience and engagement.
- Leveraged SQL and Jupyter Notebook tools for statistical tests on content health to enhance app customer experience.

**Williams-Sonoma, Inc., San Francisco, CA**

**Oct 2021–March 2023**

**Manager, Inventory Strategy**

- Developed and implemented innovative inventory management system features, achieving a 30% reduction in overstock and enhancing inventory turnover.
- Collaborated with executive leadership to align inventory management strategies with broader company objectives, driving significant improvements in inventory turnover and profitability.
- Built sustainable standard operating procedures (SOPs) for a team of 80, resulting in improved efficiency and compliance.

**Senior Inventory Planner, Pottery Barn Leather Furniture**

**Oct 2018–Oct 2021**

- Led cross-functional team and business partners to allocate budget across product lines, pitching product marketing investments beating sales plans.
- Developed and promoted direct reports, teaching them how to transform product vision into pricing and inventory strategies to achieve financial targets that account for 10% of total company sales.
- Designed collaborative demand forecasting tools and processes that streamline product planning resulting in 30% cost savings and inventory level optimization.

**Walmart eCommerce, San Bruno, CA**

**2015–2018**

**Category Manager – Value TVs, (2017–2018); Associate Buyer – TV Accessories, (2015–2017)**

- Managed a \$300M portfolio with direct P&L responsibility, exceeding profit and sales growth goals in the largest ecommerce category by creating promotional strategies during holiday peak, optimizing pricing through detailed analysis, and quickly pivoting with shifting directions from leadership.
- Spearheaded the end-to-end product launch of new items, transitioning third-party items into first-party, boosting profit margins significantly.
- Revamped Electronics private label process to align with growth initiatives: mobilized teams across the US to create style guide for optimized content and imagery to improve SEO and customer experience on hundreds of products.

**Merchandise Planner – Wireless and Tablet Accessories, (2014–2015)**

- Managed a \$990M portfolio with direct P&L responsibility, generating key insights and recommendations required for product assortment decisions in 4,000+ stores in a cross-functional environment.
- Managed smartphone accessories merchandising strategy for iPhone 6 release, successfully assorting and placing products in stores in time for product launch.
- Initiated and led project to reduce store's discontinued inventory by 50%; presented data to upper management to secure funds for the project.

**Project Manager – Replenishment System Transformation, (2012–2014)**

- Spearheaded breakthrough in new demand planning and allocation system cutover by taking it from pilot to global in 1.5 years.
- Awarded Best Business Partner by Entertainment Division SVP for leading the Planning team through a seamless system implementation, training users and building strong relationships across the organization.
- Created SQL/Excel based report that provided data insights to leadership, driving confidence in the new system.

**Replenishment Manager – Produce (2011–2012)**

- Optimized fresh product distribution strategies for fastest moving category while managing vendor relationships.
- Published informational marketing materials on Facebook and Walmart Moms blogs to promote category.

**Data Analyst – Supply Chain Innovations (2011)**

- Created and managed SQL based reports for Walmart Replenishment and Innovations teams on Must Arrive by Date performance, which significantly impacts operational cost and customer satisfaction.

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**ADDITIONAL**

- **Perspectives on Leadership Certificate, 2023, Oxford University:** Actively engaged in campus leadership activities, led the debate team on topics related to Artificial Intelligence (AI).
- **Braven Program Leadership Coach, 2023,** San Jose State University
- **Data Analytics Certificate, 2018,** UC Berkeley Extension: Python, Machine Learning, Tableau & SQL
- **Retail Analyst Certification, 2012,** Northwest Arkansas Community College, Bentonville, 2012
- Fluent in Spanish, conversational in French, beginner in Mandarin and Dutch
- Walmart/Jet.com AIDS Lifecycle 2018 team Co-Captain, Levi's Strauss Jean Genies 2020 team Co-Captain
- Golden Gate Triathlon Club, 2023 Long Distance Program Team Co-Captain