

Carly Giusto

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EXPERIENCE

Trees.com

March 2024 - Current

Site Merchandising and Content Associate

Denver, CO

- Managed and enhanced end-to-end site experience, including navigation, collection pages, and PDPs within Shopify, directly impacting site usability and customer journey.
- Collaborated cross-functionally with Content, Promotion, Engineering, and CRM teams to lead projects focused on improving site experience, increasing revenue, and optimizing conversion rates.
- Ensured a cohesive product experience across multiple marketplaces by managing product listings and maintaining storefront integrity, meeting business, technical, and compliance requirements.
- Leveraged Mode queries and dashboards for in-depth analysis of purchasing patterns and website interaction, providing insights to inform digital strategy and identify opportunities for optimization.
- Contributed to an outcomes-driven product culture by designing and executing A/B tests to iteratively improve the customer shopping experience and key metrics.
- Automated (PDP) creation using n8n and ChatGPT, eliminating \$15K in freelance costs and reducing setup time from 2 weeks to 5 days (64% faster).

Staples

March 2023 - March 2024

Associate Manager, E-commerce Merchandising

Framingham, MA

- Developed and maintained strong relationships with key stakeholders, including category merchants, content, and CX teams, to ensure seamless execution of site merchandising strategies.
- Implemented A/B testing for badging to upsell bigger pack sizes resulting in a 3% increase in conversion rate and a 135% increase in revenue per visit.
- Utilized Tableau and Adobe dashboards to monitor and analyze search patterns, providing insights that informed assortment decisions, improved search relevance, and decreased bounce rate.
- Worked closely with the content team to optimize product titles, descriptions, and images for search engines, improving the overall quality of product content and relevance.
- Collaborated with cross-functional teams to plan and execute seasonal product launches, ensuring alignment with marketing initiatives and sales targets.

Wayfair

March 2022 - January 2023

Senior E-commerce Merchandising Associate

Boston, MA

- Curated a best-in-class online shopping experience to meet unique customer needs by refreshing critical website features and leveraging front-end tools to drive customer confidence.
- Conducted A/B tests on \$350M category page to optimize filter positioning, increasing conversion rate by 1.2% and average revenue by \$3 per page view.
- Remodeled 10 immersive category pages to showcase our best selling brands, providing detailed insights encouraging customers to make informed purchasing decisions.
- Assessed ~50,000 SKUs in 7 product classes, ensuring availability for customers within state government restrictions.
- Collaborated with cross-functional stakeholders to expand site features above parity with competitors by conducting extensive industry research on key product attributes.

- Generated performance dashboards via Google Looker to gain insight into customer problems.

Rapid Ratings

January 2021 - March 2022

Business Analyst

Boston, MA

- Developed daily and monthly reports in Excel displaying individual and team level productivity and success rate KPIs for the Data Analysis, Customer Support, and Network Outreach teams.
- Compiled metrics and KPIs for Amazon Quicksight dashboards to facilitate weekly business reviews.
- Created custom data extractions using SQL and built specialized reports to provide strategic support across various departments.
- Analyzed operational and financial data and translated it into specific business actions to increase productivity and decrease cost per team.

EDUCATION

University of Connecticut, Storrs, CT

2014 - 2018