

# FRANXESCA FEUNE DE COLOMBI

Online Merchandiser | (858) 926-6299 | kikafeunede@gmail.com | <https://www.linkedin.com/in/franxescafeunedecolombi>

## PROFILE

Detail-oriented Digital Merchandiser with a passion for designing compelling online experiences and driving conversion. Excited to leverage experience with eCommerce, UX, web design, and email marketing to improve engagement and enhance brand's digital presence. Committed to developing exceptional customer experiences through cross-functional initiatives

## EDUCATION

**University of Southern California**

Los Angeles, CA

**Bachelor's Degree, International Relations Global Business**

December 2020

- Thematic Option Honors Program; Dean's List

## EXPERIENCE

**GovX**

San Diego, CA

**Online Merchandiser**

October 2023-Present

- Strategize Ecommerce merchandising activities to optimize product visibility and consumer experience in a catalog of 40,000+ products
- Own management of assortment of 100 brands and 20 curated collections
- Strategically manage site presentation daily to assure categorization, copy, imagery, and cross-selling opportunities are targeted and relevant to customer
- Collaborate with Product and Engineering over 6 months to create strategic, intuitive Ecommerce taxonomy, category pages, tags, and filters to support and enhance consumer experience
- Utilize data-driven insights to develop effective merchandising strategies including SEO, product placement, and recommendations, and promotions
- Design and maintain new navigation to ensure 10,000+ products can be found and sorted easily
- Ensure home pages and landing pages for marketing are designed and assorted for highest conversion
- Collaborate with cross-functional teams including Product, Creative, and Digital Marketing to create compelling assets aligned with brand's visual identity, messaging, and promotions
- Communicate valuable insights with engineering and product teams to determine assortment rules for 50+ product collections
- Improve product placement and customer experience with new website navigation for assortment of 700+ brands
- Analyze data and reporting to determine relevant features, filters, and categories and facilitate brand management across 10 assigned collections
- Report to Category Management and Inventory Management to analyze collections and ensure targeted, compelling assortments
- Maintained effective, collaborative project timelines with Agile

**Pacific Web Services**

San Diego

**UX/UI/Digital Designer**

March 2019-October 2023

- Delivered web and mobile ordering app for Wayfarer Bread in La Jolla, CA from concept to completion, driving 1000s of monthly sales

**La Jolla Estate Liquidators**

San Diego

**Email Marketing Coordinator**

July 2017-October 2023

- Developed and executed email marketing campaigns and maintained company website on a monthly and as-needed basis

## SKILLS

Merchandising, Email Marketing, E-Commerce, UX Design  
Google Analytics, Microsoft Suite, Figma, Adobe Creative Suite  
CSS, HTML  
Communication Skills, Collaboration, Fast Learner

## LANGUAGES

Fluent French, Native Spanish, Conversational Portuguese

## ACTIVITIES AND INTERESTS

Yoga, Formula 1, The Argentine National Soccer team, Running