

ANA MELODY MASIS

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EDUCATION

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

- Relevant coursework: Machine Learning, Big Data Analytics, AI Engineering
- Perceive AI Co-founder and CMO, Berkeley Incubator-backed startup

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

Master of Business Administration

- Graduate Student Instructor: Private Equity Leveraged Buyouts & Mergers and Acquisitions
 - Co-Founder of SpacePlace Inc., Berkeley Skydeck-backed startup
 - Data Science Club Marketing VP | Lean Six Sigma Green Belt
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EXPERIENCE

Vumedi, Oakland, CA **Mar 2024-Present**

Growth Marketing Manager

- Built custom Jupyter Notebook analytics pipelines to deeply evaluate user engagement, content performance, video name-length impact studies and user behavioral trends, enabling data-driven decision-making across Growth, Education, and Product teams.
- Led cross-functional teams by advising specialty leads in GI, Dermatology, Endocrinology, and Cardiology with strategic content and marketing recommendations, including video title optimization, email timing, and push-notification targeting driving a 40% YoY increase in monthly active users.
- Optimized lifecycle email campaigns by analyzing audience behavior and send-time patterns, doubling video start rates on second and third sends across key specialties.
- Performed deep persona research on Endocrinology users to identify high-value segments and power users, enabling targeted outreach that surpassed monthly active user targets.
- Partnered closely with Education and Product teams to align marketing strategies with specialty priorities, ensuring content relevancy and boosting specialty-level engagement goals month over month.

Reebelo, San Francisco, CA **Oct 2023-Dec 2024**

Category Manager

- Developed a comprehensive growth strategy, establishing Reebelo as a prominent player in the US refurbished market while leading cross-functional teams.
- Designed and implemented dashboards in Mixpanel and Metabase to analyze engagement and improve customer success, achieving positive contribution margins.
- Conducted competitive analyses to optimize customer value through enhanced SEO and product positioning.

DoorDash, San Francisco, CA **Mar 2023-Jun 2023**

Senior Manager, Category Strategy and Analytics - Contract

- Negotiated complex product content supplier contracts and collaborated with cross-functional teams to deliver accurate and enriched content to the app.
- Conducted statistical tests on content health using SQL and Statsig, delivering actionable insights that directly enhanced user experience and drove customer success.

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 products into first-party offerings, significantly boosting profit margins.
- Revamped Electronics private label process to align with growth initiatives: mobilized teams across the US to create style guide resulting in optimized SEO content on desktop and mobile, improved imagery, and enhanced customer experience for hundreds of products.

Walmart, Inc. Bentonville, AR**2011–2015****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.

SKILLS

- **Programming Languages:** Python (Pandas, NumPy, TensorFlow, PyTorch, Scikit-learn), SQL, R
 - **AI Applications:** LLMs, GPT-based solutions, and product optimization.
 - **Machine Learning:** NLP, CNNs, LSTMs, Random Forests, ARIMA, Keras
 - **Data Science Tools:** Tableau, Looker, Mixpanel, Metabase, Google Analytics, ThoughtSpot
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SPECIAL PROJECTS

Perceive AI (2025) – Sarukkai Social Impact Awarded Capstone project, built computer vision technology that helps visually impaired users achieve autonomy in retail settings.

Personal Portfolio – MelodyMasis.com (2024)

- Built a professional portfolio website showcasing expertise in data science, machine learning, and product management, optimizing site structure for **SEO** to enhance search engine visibility and improve user experience.
- Leveraged **Google Analytics** to monitor performance metrics, enabling data-driven improvements in functionality and mobile responsiveness.