

ANA MELODY MASIS

Strategy & Operations | Growth, Analytics & AI Workflow Optimization
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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) | Sarukkai Social Impact Award

University of California Berkeley, Haas School of Business | *Master of Business Administration* **May 2022**

- 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 2025 - Present**

Growth Strategy & Operations Manager

- Built AI-assisted analytics workflows and custom Jupyter pipelines to identify engagement trends and lifecycle experiment opportunities, enabling data-driven decision-making across Growth, Product, and Education teams.
- Led cross-functional growth initiatives across audience segments, optimizing content strategy, notifications, and engagement workflows to drive 40% YoY growth in monthly active users.
- Designed and executed lifecycle engagement experiments across send-time, sequencing, and content strategies, doubling video start rates on second and third sends across key audience segments.
- Owned lifecycle performance reporting and engagement KPI analysis across specialty growth initiatives, partnering cross-functionally to identify optimization opportunities and improve retention.
- Designed and launched a segmented lifecycle engagement experiment using behavioral analytics to improve retention and reduce unsubscribes across at-risk user segments. Built the analytical framework, targeting logic, executive presentation, and performance reporting, securing rapid CEO approval for a pilot initiative that reduced unsubscribe rates by 51% while maintaining engagement and improving user reactivation.

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

Growth & Category Strategy Manager

- Co-led the development and execution of Reebelo's US market growth strategy, building foundational acquisition, engagement, and operational systems that rapidly expanded market presence and established the company as a fast-growing competitor in the refurbished electronics market.
- Developed and executed customer acquisition and engagement programs, leveraging analytics infrastructure (Mixpanel, Metabase) to optimize user journeys and conversion.
- Led SEO and content optimization initiatives, improving product discoverability and driving organic traffic growth.

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 - Mar 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 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 teams and business partners in allocating budget across product lines and pitching product marketing investments that exceeded sales plan targets.
- 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.
- Led a nationwide operational improvement initiative to modernize Electronics private label ecommerce content, aligning cross-functional teams around standardized SEO, imagery, and merchandising frameworks that improved scalability and customer experience across 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 rollout of a global demand planning and allocation system across multi-billion-dollar portfolios, influencing executive stakeholders across multiple business functions to overcome adoption barriers, accelerate enterprise implementation, and drive data-informed decision-making across 4,000+ retail locations.
- Built SQL-based reporting systems to support operational decision-making and increase confidence in new system adoption.

Replenishment Manager – Produce (2011–2012)

- Optimized fresh product distribution strategies for fastest moving category while managing vendor relationships.
- Identified customer trust erosion through behavioral sales analysis following a supply chain disruption and influenced a customer re-engagement strategy focused on rebuilding confidence, helping stabilize category performance and customer loyalty.

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

- **Strategy & Operations:** Strategic planning, GTM strategy, operational excellence, KPI development, forecasting process optimization, cross-functional leadership, stakeholder & partner engagement
- **Lifecycle & Growth:** Activation & retention, audience segmentation, lifecycle strategy, re-engagement, cohort analysis, user journey optimization, conversion optimization
- **Experimentation & Analytics:** A/B testing, behavioral analytics, data-driven decision making, engagement analytics, statistical modeling, retention analysis, forecasting
- **AI & Automation Workflows:** AI-assisted analytics, automation workflows, prompt engineering, applied AI for operational insights and productivity optimization
- **Programming & Data:** Python (Pandas, NumPy, Scikit-learn), SQL, Jupyter Notebook, statistical modeling
- **Tools & Platforms:** Mixpanel, Google Analytics, Tableau, Metabase, Statsig