

Sydney A. Whalen
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Education

Fairfield University (*Fairfield, CT*)

Bachelor of Science in Economics, Minor in Marketing

Graduation May 2023

Cumulative GPA: 3.0

Economics Club, Dolan School of Business

2022 Deans Honor List recipient, for maintaining a 3.5 or above

2019 SIS Award recipient, for embodying the principles of sisterhood, empowerment, and confidence

Course Highlights: Behavioral Economics, Business Analytics, Consumer Behavior, Digital Marketing

Weston High School (*Weston, MA*)

High school diploma

September 2015 - June 2019

Varsity Tennis Team (Most Improved 2018 and Best Teammate 2019)

Junior Varsity Field Hockey

Yearbook Editor 2017 – 2019, developed theme, organized and directed team, and delegated roles

Work Experience

Nordstrom (*Remote*)

Vendor Asset Specialist

September 2024 - Present

- Coordinated acquisition and movement of product for catalog, editorial, social media and email content
- Collaborated with operations team to ensure efficient and timely creative process
- Built strong business partnerships with key vendors

Rue Gilt Groupe (*Boston, MA*)

Merchandise Analyst & Planner

August 2023 - January 2024

- Forecasted and analyzed business at a category level for multiple channels
- Worked closely with Sr. Planner on plans to optimize revenue, profits, inventory efficiency and growth
- Owned process of creating and analyzing event plans
- Identified markdowns and pricing to ensure profitability of category
- Maintained and developed weekly, monthly, and seasonal reports
- Worked effectively cross-departmentally with multiple teams

SharkNinja (*Needham, MA*)

Brand Marketing Intern

May 2022 - August 2022

- Competitor Research: Collected, analyzed, and presented data to build an understanding of competing products. Recommended product messaging and imaging
- Social Media Research: Presented analysis of social media trends and made recommendations for new product launches. Worked closely with influencers to create content and scripts
- Helped to develop curated marketing campaign for new product
- Facilitated communications between creative and legal throughout product development and marketing

Oliphant Boutique (*Osterville, MA*)

Summers 2017 - 2020

Keyholding Associate

- Analyzed web traffic and user engagement metrics to select products for prominent display and upselling
- Directed merchandising to create organized and curated brand direction
- Prepared daily sale sheets and created weekly sales plans through collected data

The Chartroom (*Osterville, MA*)

Lead Hostess

Summers 2017 - 2020

- Supervised and trained front of house employees at high-volume restaurant
- Efficiently reduced wait times through thoughtful planning
- Solved customer issues and concerns

Community Activities**Cranberry Sunset Farm** (*Marstons Mills, MA*)

Volunteer Camp Counselor

Summers 2017 – 2019

- Assisted with planning and organizing activities for differently-abled campers
- Organized and attended fundraising events

Helping Boston Homeless Club (*Weston, MA*)

September 2017 – June 2019

Volunteer

- Prepared and delivered food and baked goods

Technology Skills

PC and Mac OS

Google Analytics certified

Proficient in Tableau, Bridge, SAM, and SAP

Proficient in Excel, Lucidchart, and all forms of social media

Proficient in marketing platforms Workfront, Veeva, and Salsify

References Available Upon Request