

# TARA McNULTY

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## EDUCATION

**FOSTER SCHOOL OF BUSINESS, UNIVERSITY OF WASHINGTON**, Seattle, WA June 2021

*Master of Business Administration – Management Science (STEM) | Marketing Analytics Certification*

- President, Women in Business; Forté Fellow; Foster Venture Fellow: Pioneer Square Labs; AoA Angel Investing Fund member
- **PROMETHEAN, MBA Consultant**; completed a qualitative and quantitative data driven global market entry project for B2B2C international education technology company. Presented to senior leadership.

**LEAVEY SCHOOL OF BUSINESS, SANTA CLARA UNIVERSITY**, Santa Clara, CA June 2007

*Bachelor of Science in Commerce, Marketing*

## EXPERIENCE

**AMAZON**, Seattle, WA 2020

**Senior Product Manager Intern**

- Developed plan to create a Cruelty-Free and Clean Beauty shopping experience for 2021, an \$850M opportunity. Partnered with engineers to devise AI-powered solution to identify and curate products at scale and build infrastructure to train search funnel.
- Utilized competitive intelligence and customer research to design wireframes for a market leading user experience (UX).

**GLOW.FM, PIONEER SQUARE LABS**, Seattle, WA 2020

**Product Marketing Manager Intern**

Led product marketing strategy for VC backed early-stage podcast monetization B2C software startup for the creator economy.

- Launched segmented drip email campaigns focused on new customer acquisition and conversion: projected \$320k revenue.
- Developed messaging, positioning and core value proposition for native private hosting product. Conducted 20 user interviews.

**GOOGLE**, Mountain View, CA 2019

**Category Planner, Google Shopping**

Business development and promotional event lead on Growth team for Google's ecommerce marketplace.

- Launched bi-weekly health & beauty campaign, increasing sales 30%. Generated 20 new merchant partnerships and negotiated exclusive product. Collaborated on multi-channel digital marketing strategy.
- Pitched strategy for entrance into \$362B Apparel ecommerce market to Ads Vice President. Included competitive analysis and benchmarking, product roadmap and feature prioritization.
- Spearheaded cross-functional team of product managers and engineers to build a data analysis tool tracking ecommerce KPIs used by finance, category management and business development teams. Saved team members 4 hours per week in analysis.

**CHARLOTTE RUSSE**, San Francisco, CA 2017 - 2019

**Digital Merchandising Manager**

Business unit and P&L owner: \$50M Plus Size division, B2C ecommerce company. Executed go-to-market strategy for product launches.

- Delivered 22% topline sales growth and 28% margin dollar growth in 2017, outperforming core business by 14%.
- Increased market share of voice by 6% and clicks to Plus Size ecommerce site by 7% YoY through revised product launch strategy and an optimized customer journey, in partnership with user experience team.
- Transformed product release schedule to demand-led timing using search and ad data insights. Resulted in 10% ecommerce growth for Q4 2018. Led team to build automated tool to implement across company.

**VF CORPORATION**, Alameda, CA 2016 - 2017

**Senior Buyer, Lucy Activewear**

Women's Tops business unit and P&L owner: 54% of total sales volume of women's activewear brand.

- Achieved 14% sales growth in H1 2017 in owned categories, outperforming total business by 12%.
- Developed go-to-market product strategy for new category launch, grew sales to \$900K in first year.

**URBAN OUTFITTERS, INC.**, Philadelphia, PA 2012 - 2015

**Digital Marketing Manager**

Oversaw wholesale B2B2C commerce platform and channel marketing strategy. Managed three-person team.

- Increased sales on site by 20%, +32% in international demand and +11% in domestic demand through email marketing, A/B site experience testing and site merchandising and UX improvements.

**GAP, INC.**, San Francisco, CA 2007 - 2012

**Retail Management Program** (2007-2008), **Assistant Merchant** (2008-2010), **Merchant** (2010-2012)

## SKILLS AND ACTIVITIES

- Technical Skills: advanced Excel, Google Analytics, SQL, R
- Interests: Real estate property manager; published photographer, cover of 'Visit Seattle' magazine; international mountaineer: three mountains over 14,000 feet; accomplished knitter