

Annie Barry

Fortune 1 Strategist | Digital Product Manager | Yale Grad

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San Francisco, CA

PROFESSIONAL EXPERIENCE



Digital Product Manager, Promotion Codes

Walmart Global eCommerce ♦ San Bruno, CA ♦ 2015 – 2017

- Continuously improved enterprise's #1 priority and fastest-growing platform (Online Grocery) to over \$1B in sales. Tracked KPI metrics and user feedback to prioritize bug fixes and create feature enhancements.
- Reconfigured backend integrations to accurately apply promos, block promo codes from restricted items, and eliminate \$2M in fraud.
- Roadmapped a new promo code engine for 6 Walmart, Inc. websites in the Northern Hemisphere with multinational engineering teams in the US, Brazil, and India.

Associate Marketing Manager, Strategy

Walmart.com/grocery ♦ San Bruno, CA ♦ 2015 – 2017

- Launched new product (Online Grocery) in 98 markets in 1 year. Exceeded the customer acquisition forecast by 18% by optimizing conversion and increasing lead generation.
- Advised marketing leadership on go-to-market launch strategies, underperforming market/cohort actions, and top-line growth goals with data-driven research.
- Created, organized, and maintained detailed project trackers, marketing calendars, and tableau dashboards on program performance for 12 KPIs.

Associate Marketing Manager, Market Research

Sam's Club Home Office ♦ Bentonville, AR ♦ 2014 – 2015

- Researched local sales and demographic trends, and conducted 15 qualitative interviews to synthesize insights for 4 market rollout strategies.
- Executed 9 grand opening and remodel projects with 15 cross-functional teams, agencies, and subcontractors.
- Managed advertising budgets ranging from \$200K - \$500K and exceeded opening weekend sales plans by 27%.

EDUCATION

Yale University



B.A. Environmental Science
Class of 2014

Conducted research and synthesized datasets to drive analytical decisions.

Studied and taught abroad in Siena, Italy; Townsville, Australia; Praia, Cape Verde, Africa; and Ho Chi Minh City, Vietnam.

TOOLS

SQL
JIRA
Tableau
Oracle BI
Confluence
Microsoft Excel

ABOUT ME

Hiked 800 miles of the Pacific Crest Trail from April – June 2017.

Awarded Walmart's Monthly *Site Health Award* 2 times in 12 months. Discovered, replicated, and documented a site architecture flaw.

Passionate volunteer for Bay Area environmental causes.