

CHANEL SMITH

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PROFESSIONAL SUMMARY

Dynamic and data-driven brand leader with 7+ years of experience driving go-to-market strategies, product storytelling, and cross-functional execution across high-growth consumer brands. Proven success in leading brand campaigns, optimizing digital ecosystems, and enhancing customer experience across DTC, Amazon, and omnichannel platforms. Adept at turning consumer insights into compelling brand narratives that grow market share and drive loyalty.

PROFESSIONAL EXPERIENCE

Digital Merchandiser (Temp) | Eileen Fisher – New York, NY

June 2025 – Present

- Lead cross-functional execution of site launches and promotional campaigns, aligning digital merchandising with brand strategy and seasonal storytelling.
- Ensure brand consistency across product presentation, category strategy, and content experiences.
- Own real-time UX optimization during launches and resolve site performance issues to preserve brand trust.
- Support visual merchandising and brand QA across digital channels to maintain a seamless, premium experience.

Web Merchandising Specialist | CURiO Brands – Minneapolis, MN

April 2023 – May 2025

- Managed site execution for three brand identities (Thymes, Capri Blue, Otherland), aligning content, creative, and product storytelling across DTC sites.
- Implemented brand-aligned promotional strategies, improving AOV and engagement through data-informed content placement.
- Collaborated cross-functionally to ensure category narratives reflected seasonal trends and brand campaigns.
- Translated customer behavior insights into actionable brand enhancements via site audits and UX updates.

Digital Merchant Coordinator (Temp) | Rent the Runway – Brooklyn, NY

Feb 2023 – April 2023

- Executed launch strategy and merchandising updates in alignment with Rent the Runway's luxury brand voice.
- Maintained consistency across product descriptions, fit guides, and imagery to reinforce a cohesive brand experience.
- Supported cross-functional efforts to optimize category positioning and content hierarchy.

Site Merchandising Coordinator (Temp) | TOMS – Los Angeles, CA

May 2022 – Feb 2023

- Ensured on-brand execution of new product rollouts and contributed to seasonal promotional strategies.
- Supported digital marketing with content that reflected TOMS' brand values and campaign messaging.
- Helped shape merchandising strategies to drive sell-through while maintaining brand integrity.

Site Merchandiser (Temp) | YETI – Austin, TX

Sep 2021 – May 2022

- Oversaw digital product presentation and creative updates for U.S. and Canadian ecommerce platforms.
- Collaborated with brand, design, and UX teams to ensure brand consistency across digital layouts and product pages.
- Maintained premium brand positioning through meticulous content QA and storytelling-driven merchandising.

Site Merchandiser II & III (Temp) | Amazon – Seattle, WA

May 2021 – Jan 2022

- Directed merchandising for major campaigns like Prime Day, aligning product visibility with strategic brand placement.
- Served as the liaison between brand and content teams, ensuring campaign messaging resonated across digital channels.
- Managed monthly updates for Amazon First Reads and Kindle Unlimited with a strong focus on brand voice and customer engagement.

Ecommerce & Digital Marketing Specialist | BENQ America – Plano, TX

Jan 2019 – May 2021

- Led go-to-market strategy and brand marketing execution for BenQ Store and key retail partners.
- Developed omnichannel brand experiences across Amazon, Newegg, and Best Buy, ensuring consistency in messaging and visual identity.
- Managed email, campaign, and promotional calendar using HubSpot, contributing to 160% YoY growth.
- Leveraged customer data to refine brand communication across product launches, pricing, and promotions.

Site Merchandiser (Temp) | Lennox International – Richardson, TX

May 2018 – Oct 2018

- Collaborated with marketing and product teams to align digital merchandising with Lennox's B2B brand standards.
- Maintained accurate product content and developed improvements that reflected category positioning and messaging.

Site Merchandiser – L'Oréal Brands | PFS Web – Allen, TX

Feb 2017 – Mar 2017

- Managed end-to-end digital merchandising for YSL Beauty, Armani Beauty, and Kiehl's Skincare.
- Aligned content, SEO, and category navigation with each brand's unique voice, resulting in improved engagement and sales.

Site Merchandiser | Sally Beauty – Denton, TX

Jan 2015 – Jan 2017

- Owned merchandising strategy for five high-growth categories; developed content to match evolving brand identity.
- Collaborated with product, content, and marketing teams to synchronize messaging across DTC and marketplace channels.
- Led brand-aligned site optimizations to improve layout, navigation, and customer journey.

EDUCATION

University of North Texas – Bachelor of Science in Merchandising
Denton, TX | May 2014

SKILLS

Brand Campaigns · Digital Merchandising · Product Storytelling · Amazon Strategy · Product Launch · Shopify Plus · Promotional Strategy · Email Marketing · UX Optimization · Consumer Insights · Visual Merchandising · Salesforce Commerce Cloud · Cross-functional Collaboration ·

SEO · Landing Pages · Go-to-Market Planning · HubSpot · DTC Strategy · Analytics & Site Performance