

# Christopher Protano

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## Skills

- Operational Strategy | Strategic Planning | Market Research | Competitive Analysis | Strategic Risk Management
  - Data Analysis | SQL | Cloud Data Platforms (BigQuery) | Quantitative Analysis | Visualization Tools (Looker)
  - Cross-functional Team Leadership | Stakeholder Management | Communication Platforms (Slack, Jira)
  - Microsoft Office | Microsoft Excel | Microsoft PowerPoint | Google Workspace (G-suite) | Adobe Suite
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## Experience

### **Wayfair** | Boston, MA

*Merchant* | 2/2024 - Present

- Curated the \$750M+ Large Upholstery and Reclining Furniture departments for Wayfair, including e-commerce and physical retail.
- Coordinated 20+ supplier accounts delivering over \$50M+ in revenue through merchandise allocation, SKU forecasting, pricing strategy, and retail terms negotiations
- Managed a 400+ SKU portfolio for the Wayfair store location and a seasonal 300+ SKU go-to-market assortment which involves sales promotion, profit/margin evaluation, sales data analysis, and trend reporting.

*Commercial Associate* | 6/2023 - 2/2024

- Led duplicate product resolution within Wayfair.com's catalog health department which contributed to an 8% reduction in customer exit rate and an 11% increase in SKU conversion rate.
- Oversaw 50+ agents and led tool teachings which reduced turn-around time by 52% for several different stakeholder-facing tasks, saving \$700k+ in offshore costs.
- Spearheaded team optimizations including deploying central communication pathways, data dashboards/reports in Looker, and quality assurance procedures which drove a 12% decrease in team error rate.

*Commercial Intern* | 6/2022 - 8/2022

- Executed a physical retail competitive analysis as a outdoor curation team member, contributing to the go-forward strategy for Wayfair's \$5M+ brick-and-mortar outdoor department.
- Implemented a price point realignment across several different outdoor furniture categories which increased accuracy to market pricing by 25%.

### **CJ Marketing** | Boston, MA

*Owner* | 05/2024 - Present

- Founded an independently-owned digital marketing and career services agency which now manages 7 different clients within both disciplines.
- Built client websites and managed social media accounts to help drive a 30% boost in organic traffic.

### **Lowe's** | Westborough, MA

*Retail Sales Associate* | 5/2021 - 9/2021

- Achieved sales goals by consolidating products, updating and down-stocking inventory, watering and preserving plants, and providing excellent customer service.
- Unloaded large deliveries of inventory which included plants, yard supplies, landscaping materials, and more.

### **MegaFood** | Manchester, NH

*Marketing/Product Innovation Intern* | 6/2020 - 8/2020

- Delivered competitive findings on 20+ competitors via analysis of market trends, product positioning, customer segmentation, and pricing solutions to help drive the approach to a \$2M+ revenue supplements offering.
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## Education

**Johnson & Wales University** | Providence, RI - *Bachelor of Science in Business Administration, Entrepreneurship*