Sarah Al-Sheikhly

Planner

I am a tech-savvy Planner with solid quantitative experience. I excel when I'm working in a high-speed environment managing forecasts and multiple projects.

EXPERIENCE

Planner, Online Yield Strategy (Contract)

Gap Inc. HQ Nov 2017 - Present

- Validate digital marketing assets, mitigating risk and maximizing opportunity
- Conduct financial analysis of promotional strategy and identify program emphasis for future promotional strategies
- Manage pricing changes to site, overseeing cross-functional teams accurate execution to timeline
- Own reporting for online sales division exceeding $300M in annual sales

Category Sales Planning Analyst (FTE)

Nike Feb 2015 - Jul 2017

- Trusted with additional responsibilities and planned $300M Footwear business, helping improve top line growth +21%
- Built style-level forecasting model that enabled team to reconcile Footwear targets 6 weeks earlier in business calendar
- Conducted financial analysis for senior leadership to develop long-range financial plan for a $500M project
- Designed and managed reporting infrastructure, creating product storylines for $1.1B business

Product Operations Coordinator (Converted to FTE)

Nike Jun 2013 - Feb 2015

- Created operational infrastructure of $1.2M leadership training program
- Generated $90K in FY15 cost center savings by implementing a hindsight and forecasting process
- Enhanced clarity of expenses and elevated financial reports to visualized outputs

Finance Lead (Volunteer)

The Perlene Jan 2016 - Oct 2017

- Co-created The Perlene Writing club, a bi-weekly creative outlet for women to share their work and receive feedback in a safe space
- Led a team of 6 volunteers, delegating responsibilities, for financial literacy program for 70+ members

Creative & Tech Events (Volunteer)

Ladies PDX May 2016 - Jul 2017

- Coordinator for a Portland organization of women in creative and tech

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San Francisco, CA

SKILLS

Analytics
Public Speaking
Sales
Operations
Program Management
Writing
Strategy
Forecasting
Microsoft Office
Tableau
Adobe Analytics
Training
Onboarding

EDUCATION

Bachelor of Science

Oregon State University

Sep 2012

Public Health