

# ZARREN MYKHAIL KUZMA

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## WORK EXPERIENCE

**Walmart eCommerce & Jet.com** | Hoboken, NJ | *Category Manager II, Books, Movies & Music* | March 2018–Present  
*Category Manager I, Books* | February 2017–March 2018  
*Jet.com Senior Category Manager* | January 2017–February 2017  
*Jet.com Category Manager* | March 2016–January 2017

- Managed a team of 15 direct reports across three different business categories driving up to \$120M in annual revenue.
- Balanced rapid growth in top line of over 35% year-over-year while growing profitability 100bps.
- Championed and delivered core customer experience improvements for each category, including growing assortment from 1.5M to 16M titles and improving percentage of 2 calendar day deliveries from 12% to 19%.
- Increased internal search traffic for Books by 2X by establishing top seller sales data pipelines with the search product team.
- Enhanced product page information by signing new data licensing partners (at a \$200k cost savings), integrating licensed reviews on 80k top selling items, and creating XML-friendly item page style guides for sellers setting up items via API.
- Launched the Walmart eBooks platform including projecting initial customer acquisition projections, negotiating the MSA, building internal support with product and customer service teams, and funneling escalations through leadership where needed.

*Relevant skills: P&L Management, Team Management, Strategic Thinking, Business Case Creation, Customer First Thinking*

**Penguin Random House** | New York, NY | *Penguin Young Readers Group Sales Analyst* | August 2014–March 2016

- Served as the only analyst within a division of 150–200 employees driving up to \$282.5 million in yearly billings.
- Created weekly, monthly, and annual business reviews covering over 10,000 titles and up to 100 new releases per month.
- Supported account managers for sales calls and meetings by providing quantitative analysis and ad hoc reporting.

*Relevant skills: Research, Reporting, Analytics, Information Synthesis, Strategic thinking, Presentation building*

**Penguin Random House** | New York, NY | *Puffin/Speak Books Editorial Coordinator* | September 2013–August 2014

*Puffin/Speak Books Editorial Assistant* | August 2012–September 2013

*Dial Books for Young Readers Temp* | April 2012–August 2012

*Puffin/Speak Young Readers Editorial Intern* | February 2012–April 2012

- Served as the paperback editorial lead on titles that would generate up to \$1.4 million in gross retail revenue.
- Built consensus for projects across a range of internal and external stakeholders, including design, legal, production, marketing.

*Relevant skills: Quality control, Project management, Copywriting, Marketing, Editing, Fact checking*

## EDUCATION

**Duke University** | Durham, NC.

B.A. in Literature, September 2010

*Literature Major's Union Member* | 2008–2010

*Best Peer Editor* | Short Fiction Course, Spring 2010

*Resident Advisor* | Jun. 2009–May 2010

**Friends Select School** | Philadelphia, PA

High School Diploma, June 2006

## PUBLICATIONS

**“Chestnut Trifold”** | Flash Fiction

Jersey Devil Press, Issue 40, March 2013

[http://www.jerseydevilpress.com/?page\\_id=4423](http://www.jerseydevilpress.com/?page_id=4423)

**“St. Louis, MO”** | Essay

Duke University Synergy Magazine, Issue 2, Fall 2009

[http://issuu.com/duke\\_synergy/docs/synergy2009fall](http://issuu.com/duke_synergy/docs/synergy2009fall)

## COMPUTER SKILLS

- Operating Systems: XP, Vista, Mac.
- Applications: MS Office (Excel, PowerPoint, Word, Outlook), SQL, Looker, Adobe Omniture.

## OTHER WORK EXPERIENCE

**Please Touch Museum** | Philadelphia, PA

*Guest Experience Host* | September 2011–April 2012

**W. W. Norton & Company, Inc.** | New York, NY

*Trade Editorial Intern* | September 2011–December 2011

**Durham Performing Arts Center** | Durham, NC

*Ticket Representative* | June 2010–August 2011

**Duke University Football Video** | Durham, NC

*Video Assistant* | June 2010–August 2011

**Digital Production Center** | Perkins Library, Durham, NC

*Scanning Assistant* | June 2010–October 2010

**Duke Engage** | Lexington Elementary School, St. Louis, MO

*Teaching Assistant* | May 2008–August 2008

**Duke University Textbook Store** | Durham, NC

*Store Clerk* | August 2006–May 2007

**NAHA Marketing, Inc.** | Philadelphia, PA

*Intern* | May 2005–August 2005