

# EMILIE URIARTE

Operations & Systems Professional · Brooklyn, NY  
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## SUMMARY

Operations and systems professional with 10+ years running payroll, CRM, logistics, e-commerce, production, and client experience for a luxury retail brand. I build workflows, solve problems, and make operations run smoothly across teams and time zones. Rooted in fashion with a passion for design, production, and building things that work. Bilingual in English and Spanish. Seeking roles in tech ops, CRM, payroll tech, fashion production, or any environment where I can build, improve, and grow.

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## EXPERIENCE

### **U.S. Operations Manager | OSKA USA | May 2015 – Present · New York, NY**

*OSKA is a German luxury fashion brand known for its relaxed, architectural silhouettes. As the sole U.S. operations lead, I managed every aspect of the business from payroll and logistics to CRM, e-commerce, and warehouse operations.*

- Processed multi-state payroll for up to 150 employees using Paychex Flex — including commissions, benefits administration, open enrollment, reconciliations, and custom tracking systems built in Google Apps Script and Excel
- Built and organized the e-commerce warehouse from the ground up, implementing a labeling and receiving system modeled on German headquarters standards
- Supported operational consolidation and transition to a lean e-commerce and showroom model across multiple U.S. city locations
- Contributed to ERP/CRM cloud migration as U.S. operations representative — documenting business requirements, testing configurations in beta, and providing recommendations to ensure U.S. compliance and operational accuracy
- Designed and executed a post-Covid client reactivation campaign targeting 800–1,000 lapsed customers, achieving a 30% reactivation rate
- Managed merchant account and payment processing operations including Clover and Fiserv integrations
- Supported HR functions including hiring, onboarding, scheduling, and staff management
- Provided remote operational and CRM support for OSKA's Vancouver location
- Managed web merchandising using Django-based platform, coordinating with the development team on webshop updates, product listings, and operational issues
- Provided high-touch clienteling including personal styling appointments, special orders, holds, and trunk shows; trained and supported staff in managing client relationships and organizing client data within the CRM system

### **Production & Operations Assistant | Diego Milano | Mar 2012 – Apr 2015 · Scottsdale, AZ**

*Diego Milano was an early-stage luxury denim startup expanding into a sewing and manufacturing space serving independent designers in the Tempe area.*

- Coordinated communication between design, manufacturing, sourcing, and production teams to support product development timelines
- Created tech packs using Adobe Illustrator to communicate design specifications to manufacturing teams
- Assisted with denim pant pattern making and garment construction coordination

- Used Gerber PLM to support product lifecycle management and production workflows
- Assisted with warehouse organization, operational systems, and quality control as the company scaled

### **General Manager | Bahr Che Wine Bar | Jun 2010 – Jun 2013 · New York, NY**

*A New York wine bar where I managed full operations and built a loyal client community through personalized hospitality and curated events.*

- Managed full operations including payroll, scheduling, bookkeeping, inventory, and vendor relations
- Planned and coordinated events to drive client loyalty and repeat business
- Oversaw hiring, onboarding, and staff training for front- and back-of-house teams

### **Co-Founder | Arte Puro Fashion | Jan 2005 – Jan 2013 · Phoenix, AZ**

*A small independent clothing line co-founded with my cousin, specializing in handcrafted dresses made from vintage and deadstock fabrics — sustainable before it was mainstream.*

- Handled design, sourcing, vendor coordination, and sales end-to-end
- Designed all branding and marketing materials using Adobe Illustrator and Adobe Creative Suite
- Sold at local pop-up markets and events in the Phoenix area

### **Luxury Sales Associate — Armani Black Label | Saks Fifth Avenue | Jan 2008 – Jan 2010 · Phoenix, AZ**

*Luxury retail sales specializing in Armani Black Label at one of the country's premier department stores.*

- Managed high-value client relationships and contributed to million-dollar sales floor operations
- Provided personalized styling and service to a loyal clientele

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## **SKILLS & TOOLS**

**Payroll & HR:** Paychex Flex · Multi-State Payroll · Commission Payroll · Benefits Admin · Open Enrollment · Compliance · Reconciliations

**CRM & Client Experience:** CRM Lifecycle Management · Client Reactivation · Outreach Strategy · Customer Retention · B2B Relations · White-Glove Service

**Systems & Tech:** Sage ERP · Shopify · Airtable · Google Apps Script · TaxJar · Fiserv · Clover · Unifi · Django · API Integration · Excel Dashboards

**E-Commerce & Ops:** Web Merchandising · Order Fulfillment · International Logistics · Warehouse Operations · Inventory Management · SOP Development

**Building:** Python (learning) · SQL (learning) · Flask (learning) · Adobe Illustrator · Bilingual EN/ES

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## **EDUCATION & DEVELOPMENT**

**Information Technology** — Empire State University (SUNY)

Sustainability Studies — Arizona State University

Associate of Arts, General Studies — Phoenix College

Associate of Arts, Art/Art Studies — Scottsdale Community College

*Currently Building: My ClothSet Project — a full-stack fashion tech learning project. A fashion app exploring personalised virtual styling, built with Python, Flask and SQLite.*