

JULIA MEILINGER

Project & Operations Manager

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SUMMARY

I bring creative and operations together for brands, studios and e-commerce teams. At Samsung Argentina I led D2C e-commerce as online grew from 3.7% to 14% of total sales and 2.5x in USD revenue (2021–2025), expanding from one store to 10+ channels with a 35-person team across different stakeholders. Since 2026 I run brand, content and e-commerce projects for clients in New York and Argentina. Trained photographer and art director.

CORE COMPETENCIES

Project Management · E-commerce Operations · Go-to-Market (GTM) · Cross-functional Leadership · Stakeholder Management · Roadmap & Prioritization · Checkout & CRO · Customer Experience (NPS) · Content Strategy · Art Direction

EXPERIENCE

Freelance Project & Operations Manager · Julia Meilinger

Remote, New York and Argentina clients | 02/2026 – Present · Case studies: juliameilinger.com/operations-strategy

- **Dra. Malena Meilinger** (dermatology, Argentina): brand and content strategy, photography and content design, patient operations (WhatsApp bookings, in-clinic events). Organic growth since March: +203% engagement, 24K monthly views, +326 followers.
- **Verrité** (designer glass and objects, Brooklyn): content strategy, photo art direction and content design; Shopify store built with the web agency. Moved the brand voice from catalog and marketplace to a gallery centered on artists and process.
- **Carlao** (design objects for cats, Argentina, pre-launch, with the founder): naming, identity, positioning, SEO architecture, Tiendanube store setup and operation, launch content.

Samsung Electronics Argentina

Buenos Aires, Argentina | 10/2016 – 02/2026 · Case study: juliameilinger.com/samsung-ecommerce

D2C Strategy & Digital Operations Manager

03/2024 – 02/2026

- Led the e-commerce roadmap as D2C grew from 1 store to 10+ channels (2021–2025): B2B, B2B2C and SMB platforms, mobile apps, a rewards platform and omnichannel experiences connecting online and offline (buy online, pick up in store; digital in-store kiosks).
- Online share of total sales grew from 3.7% to 14%, rising every year, including the 2024 recession; online revenue grew 2.5x in USD. NPS rose from 64 to 80.
- Grew the team from 12 people shared with subsidiaries in 7 countries to a dedicated 35-person team across stakeholders: the Samsung SDS development cell in Brazil, E3 (middleware and operations), Cheil (agency) and five sellers.
- Set up the way of working: cells for run, projects, CRO, middleware and external stakeholders; dailies, weekly priority reviews, Jira as the single intake, one backlog and one definition of done.
- Drove the move to a headless checkout, trading native VTEX support for the freedom to keep improving it across multiple sellers.

Online Business Platform Supervisor

2023 – 2024

- Managed execution planning and platform operations across frontend and backend; coordinated cross-functional teams to deliver enhancements and new features, managing timelines, priorities, risks and dependencies.

Online Project Management Senior Analyst

2021 – 2023

- Co-designed the customer shopping experience: gathered business requirements and coordinated the development and rollout of new features, from specifications to launch and incident resolution.

Digital Marketing Senior Analyst · Trade Marketing Analyst

2016 – 2020

- Trade marketing: showrooms, mall installations, POP and displays, with production and logistics nationwide. Digital marketing: e-commerce content guidelines and paid social.

ART DIRECTION PROJECTS

- Art direction for music videos, editorials, a jewelry lookbook and brand campaigns (Rosario Lamastra, Torus, Roomie). Portfolio: juliameilinger.com/visual-direction

EDUCATION

Professional Photographer, Motivarte, 2014–2018 · **Google Project Management Certificate**, 2026 · **Customer Experience**, IAE, 2022

UX/UI, Coderhouse, 2020 · Digital Marketing, Digital House, 2020

SKILLS, LANGUAGES & REFERENCES

Project & operations: Jira, ClickUp, Notion, Trello, Slack, Google Workspace, Agile / Scrum; Claude (AI) for research, writing and planning

E-commerce: VTEX, Shopify, Tiendanube, checkout and CRO, marketplaces, BOPIS and ship-from-store

Creative: Art direction, photography, styling, content design; Figma, Photoshop, Lightroom, Canva

Languages: Spanish (native) · English (fluent) · Portuguese (conversational, good comprehension)

References: recommendation letter from Joon Hee Chang, Corporate VP, Samsung Electronics (2026). Available on request.