

EXPERIENCE

DIGITAL MERCHANDISER, WOMEN S NON-APPAREL

Philadelphia, PA

05/2015 – present

- Develop and communicate the management of inventory that supports the merchandising, marketing and financial objectives of a category within Old Navy Online
- Cultivate an environment of continuous learning with development opportunities and clear career-paths ensuring a strong and diverse talent pipeline
- Develop category pricing recommendations and strategies that align with the financials plans
- Identify areas of opportunity to make meaningful investment shifts supported by marketing and site execution
- Collaborate with business partners to prevent re-work, redundancies, and inefficiency
- Develop seasonal hindsight and the strategic opportunities used to inform pre-line
- Develop a strategic product vision that delivers against assortment

MERCHANDISER, WOMEN S APPAREL

Philadelphia, PA

09/2009 – 03/2015

- Assist Sr Merchandising Manager in creating seasonal SKU plans based on previous selling, projections, and current trends
- Work with Design to ensure proper assortments are created as well as ordering and tracking showroom samples
- Establish and maintain each style in the RLM system, have UPC's created, impute all units' authorizations
- Create a clear pricing structure that ties perceived value, quality and retail pricing together
- Partner closely with production to understand the costing break down of RTW and margin implications
- Prepare and deliver internal market presentations, and product presentations supporting the seasonal creative and business goals
- Present seasonal product strategies and assortments to global sales and buying teams

ONLINE MERCHANDISER APPAREL

Houston, TX

04/2006 – 05/2009

- Review web metrics, daily sales, and other performance reports; define and activate actions
- Assist inventory team with locating product assets
- Provide top search terms to paid search team
- Create product pages to highlight trends and promotions
- Plan marketing assets using content from internal databases
- **MARKETING & PROMOTIONS**
- Identify and react upon opportunities for category and product page enhancements

EDUCATION

UNIVERSITY OF FLORIDA

Bachelor's Degree in Business

SKILLS

- Ability to analyze business to accurately articulate best and worst sellers and transform business hindsight into strategy for seasonal line plan building
- Create a clear pricing structure that ties perceived value, quality and retail pricing together
- Partner closely with production to understand the costing break down of RTW and margin implications
- Work with Design to ensure proper assortments are created as well as ordering and tracking showroom samples
- Establish and maintain each style in the RLM system, have UPC's created, impute all units' authorizations
- Assist Sr Merchandising Manager in creating seasonal SKU plans based on previous selling, projections, and current trends
- Act as the hub between the channels of production, design, tech & the sales channels
- Present seasonal product strategies and assortments to global sales and buying teams
- Prepare and deliver internal market presentations, and product presentations supporting the seasonal creative and business goals
- Communicate effectively any and all changes/additions/cancellations to all departments to ensure clear information flow throughout the company