

# OLIN GERLACH

---

2505 Cummerata Roads, Philadelphia, PA • +1 (555) 361 0489

## WORK EXPERIENCE

---

### SENIOR BUYER, GLOBAL APPAREL & ACCESSORIES

10/2017 - PRESENT

San Francisco, CA

- Retail Bike/Accessory buying/merchandising experience, for multiple locations and/or e-commerce
- Proficient in Microsoft Office applications; strong Excel skills
- Familiar with inventory reporting
- Familiarity with merchandising/buying programs
- Choose product, negotiate price, negotiate delivery
- Attend product shows and keep up-to-date on current and future trends
- Communicate with merchandising team in order to analyze data
- Field travel in order to keep track of trends within the market place

### APPAREL BUYER

02/2013 - 04/2017

Los Angeles, CA

- Effectively negotiate the best price in order to maximize sales and profits
- Domestic and international sourcing and procurement of apparel & fashion accessories for retail sale at all resident, touring and Broadway shows, in addition to select 3rd party partners
- Awareness and application of merchandise industry trends and inclusion in assortments where relevant
- Communicates vision for visual display with buying and operations staff
- Awareness of all Cirque brand initiatives and inclusion of concepts in retail items where applicable
- Involvement in the preparation of the budget and periodic financial forecasts
- Financial responsibility for achieving sales and balanced inventory levels

### BUYER, NON-APPAREL & HOME

12/2005 - 10/2012

San Francisco, CA

- Creates consignment and other external partner assortment/wholesale plans in conjunction with planners
- Ecommerce assortment planning & strategy
- Sales & inventory planning, forecasting and analysis at department, class, item and venue levels
- Travel to industry trade shows as required
- Takes part in creation of new external sales and licensing opportunities
- Internal and external product and partner marketing and promotional strategy
- Create seasonal assortment plans for foundations category; refer to historical data to inform future decisions
- Develop and execute overall strategy for growth with new product introductions and strategic expansion of current brands and vendors (PL and market)
- Fosters a work environment that embodies the ModCloth's values and norms

## EDUCATION

---

### UNIVERSITY OF PHOENIX - IDAHO CAMPUS

1999 - 2004

Bachelor's Degree in Business

## PROFESSIONAL SKILLS

---

- Strong organizational skills; able to multi-task and prioritize
- Strong problem-solving skills and enjoy working with multiple function groups to complete projects
- Strong communication, presentation, negotiation, and influencing skills across all levels of the organization
- High intelligence with a true entrepreneurial risk mentality, strong analytical and strategic thinking skills
- Outstanding analytical skills in order to maximize opportunities and to maintain appropriate inventory levels with minimal risk
- Prior buying experience in dresses
- Exceptional financial and retail math skills