

Nicola Jeffery
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Personal Profile

A highly motivated and committed graduate and experienced Merchandise Planner. I possess first-class interpersonal skills and have the ability to prioritise a high workload. I enjoy utilising my own initiative as well as working within a team and relish the challenge of meeting deadlines and targets. I am a creative individual and fast learner with a positive and cheerful attitude.

Education and Qualifications

- 2012 – 2014 Open University
BA (Hons) Business Studies and Economics – First
- 2012 - 2012 London College of Fashion
Fashion Buying and Merchandising (E-learning short-course)
- 2009 – 2010 Cardiff University
Certificate of Higher Education in Psychology
- 2007 - 2009 Coleg Glan Hafren
A Level I.T – A
A Level Psychology - A
A Level History - C
Welsh Baccalaureate Advanced Diploma - Pass
As Level Biology - C
- 2002 - 2007 Stanwell School
Diploma in Digital Applications – Distinction
- GCSEs - History & Double Science – A*
Maths, English Literature, German & RE – A
Economics, English Language & Welsh - B
PE (Short Course) - C

Work Experience

- 02/2022 - Levi Strauss & Co.
Present Digital Merchandise Planning Manager
- Management of the Merchandise Planning of all UK and European Docker's Digital accounts. Ownership of the Merchandise Planning for the UK and European Docker's websites and digital third party concessions and management of the Digital Wholesale Merchandise Planner.
- 04/2021 - Digital Merchandise Planner
02/2022
- Taking ownership of the Merchandise Planning of the UK and European Docker's websites, Docker's wholesale digital accounts and Docker's digital concessions.
- Main Responsibilities include;
- Manage and achieve aggressive growth targets.
 - Analyse weekly trade and identify the opportunities and risks amongst retail, wholesale and concession accounts.
 - Analyse sales and stock in season and ensure demand plans accurately reflect stock requirements.
 - Generate new season merchandise plans for retail, wholesale and concession accounts.
 - Generate the markdown strategy for retail and concession accounts, planning the styles and depth.
 - Conduct analysis throughout the season to identify performance and the opportunities and risk for retail, wholesale and concessions.
- 08/2019 - Burberry
04/2021 Merchandise Planning / Product Merchandising - (Contract)
- Providing experienced Merchandising and Planning support to the Global Planning team as a Planner and a number of Accessories Merchandising teams.
- Main Responsibilities include;
- Analyse weekly trade and produce a weekly trade summary identifying opportunities and risks for Senior Management.
 - Compile end of season Lessons Learnt for a number of departments, identifying performance against plan, LY and opportunities and risks.
 - Conduct extensive analysis and make recommendations to aid current trade and new season range building and present this to Directors.
 - Conduct competitor and price analysis and identify future opportunities for range development.

10/2018 - Fenwick
04/2019 Assistant Merchandiser

Taking ownership of the Men's Accessories, Loungewear and Swim departments accounting for 30% of total Menswear business.

Main responsibilities include;

- Managing department performance, re-forecasting sales and stock throughout the season and identifying any areas of opportunity or risk and the appropriate actions to take.
- Working closely with the buying team to generate the new strategy of the department and present this to Directors for successful sign off.
- Generate new season sales, stock, markdown and margin budgets and present these to Directors for sign off.
- Working closely with the buying team to range plan, producing an option planner for each brand to ensure product mix is in line with sales plans, options are in line with space requirements and spends are in line with OTB.
- Produce weekly sales reports and compile a weekly trade summary for my department, collating information from a range of sources and identifying key actions.
- Generate a markdown strategy, identifying brand level discounts, go live dates, markdown costs and margin impact. Continually monitor performance throughout sale, identifying further markdowns.
- Analyse style performance and place re-orders with suppliers and negotiate return styles.
- Attend supplier buy appointments alongside the buying team and produce a sales report summary and present this in the appointment.
- Develop and manage a Allocator.

Fenwick is currently undergoing a significant restructure and the Merchandising department is new to the business. An important aspect of my role was creating and setting up processes to ensure successful trading. As part of this I created a manual WSSI, new continuity re-order processes, a new option planner process for seasonal buys and Monday Trading documents for the whole of the division.

07/2018- ASOS
09/2018 Assistant Merchandiser

Main responsibilities include;

- Analysing weekly trade for my area and compiling a trade summary for Directors, identifying any opportunities or risk and the actions required.
- Managing the WSSI, including set up at the start of the season and reforecasting weekly.
- Compiling end of season lessons learnt and identifying any opportunity or risk.
- Generating sales, stock and mark down plans for new season.
- Working closely with the buying team to successfully range plan and actively participate in sign off meetings with directors.
- Develop and manage a Merchandise Admin Assistant.

02/2017-
06/2018

Harrods
Assistant Merchandiser

Taking ownership of departments with yearly trade totalling over £52M and assisting on departments with yearly trade of £300M.

Main responsibilities include;

- Provide a weekly trade summary for my area for the Chief Merchant and present this to the Directors.
- Re-forecast sales and stock throughout the season and identify any opportunity or risk and actions required.
- Analyse style performance across continuity and fashion product and propose re-orders and return styles to the buyers.
- Monitor aged stock on a weekly basis and identify any opportunities to reduce this whilst maximising margin.
- Generate sales, stock, markdown and margin budgets and brand OTBs for areas of ownership.
- Create range plans for each brand and work with the buying team to generate the season's range.
- Monitor departmental spends and ensure these remain within agreed budgets.
- Generate markdown strategy and monitor clearance throughout sale, suggesting further markdowns.
- Produce regular and ad hoc analysis in a timely and accurate manner.
- Mentor and train junior and new members of staff.

11/2014-
02/2017

Primark
Trainee Merchandiser

Taking ownership of three key Accessories departments with total yearly trade £27M and assisting on departments with total trade £100M.

Main responsibilities include;

- Produce weekly trade reports for the division and present weekly trade figures to Directors and Heads of Department.
- Monitor sales on a weekly basis and identify any trade actions in order to maximise opportunities and minimise risks.
- Monitor stock intake on a weekly basis and ensure all late deliveries are communicated with suppliers and cancel when appropriate or negotiate terms to accept.
- Monitor continuity lines, forecasting their sales and placing any top up orders directly with suppliers.
- Conducting regular and ad hoc analysis and drawing conclusions and recommendations.
- Work with the buying team on building future ranges and present top line figures within sign off meetings.
- Directly assisting the merchandiser with the set up of WSSIs, formation of budgets and forecasting of sales, stock, markdown and spend throughout the season
- Compiling end of season lesson's learnt for the department, identifying any opportunity or risk and presenting these to the buying team.
- Complete seasonal planning for areas of responsibility, identifying any risk or opportunity in sales figures.
- Provide training and peer support to new employees.

06/2007- H&M
11/2014 Sales Advisor with Additional Responsibilities

Main responsibilities include;

- Representing the company through the provision of excellent customer service
- Maximising sales through effective garment placement
- Completing induction training and mentoring for new employees.

During my time with the company I pursued additional responsibilities. Whilst undertaking a gap year I became the Cardiff accessory specialist, solely responsible for the department. This role required me to visually merchandise the department and analyse sales to ensure selling opportunities were maximised. After returning to university I became responsible for the visuals of 3 key womenswear departments.