|  |
| --- |
| ***JOANNA ANTONELLI***  Mobile: 614-325-3465 / Email: jantonelli40@gmail.com / [www.linkedin.com/in/joannaantonelli40](http://www.linkedin.com/in/joannaantonelli40) |

***GLOBAL RETAIL QUALITY ASSURANCE PROFESSIONAL***

***Creative, detail-oriented industry leader and problem solver with over 20 years of experience in***

***quality assurance, compliance, product development, and manufacturing for retail consumer goods***

Directed testing laboratories teams to create Positive-Release Program, saving $100,000+ annually.

Ensured high quality of 2,300+ seasonal gifts across eight brands with low total year-end reject rate of 11%.

Created Factory Certified Auditor (FAC) program with top three company suppliers of fabric, metal and silicone.

Developed company-wide recycling compliance program for disposable battery-powered charging device.

|  |  |
| --- | --- |
| * Multi-Location Contract Packaging | * Full-Cycle Sourcing & Product Development |
| * Product Testing Protocols & SOPs | * CFR Material Government Regulations Testing |
| * Overseas Manufacturing Expertise | * Lean Manufacturing Analysis |
| * Global Manufacturing Auditing | * Speed to Market |
| * Design Construction Protocols | * Production Risk Assessment |

|  |
| --- |
| **PROFESSIONAL EXPERIENCE** |

JO-ANN FABRIC & CRAFT STORES, Hudson, OH 2015

**Manager, Quality Assurance**

Drove continuous improvement of all quality management systems (quality assurance/control, product testing, inspection). Managed 500 vendors and reviewed up to 10,000 new articles annually. Created all merchandising testing protocol, establishing responsibilities for outside service providers/internal team. Ensured all merchandise met government regulations and consumer expectations of quality, safety and performance.

* Reviewed, approved, and assisted in the creation of product labels ensuring all information is complete, accurate, meeting all regulatory requirements for the intended geographical retail markets.
* Developed a guide for brand innovation and strategy for better communication for regulatory updates and industry standards throughout the development life cycle.
* Created tools and Request For Quotation (RFQ) with third-party testing laboratories, influencing process efficiency around record keeping, departmental organization and data systems.

MIXBIN ELECTRONICS, LLC (Formerly MudBug Media), Columbus, OH 2013 to 2015

**Director, Global Quality Assurance & Product Design**

Managed key initiatives specializing in the development of tech accessories for third-party and private-label brands. Scope of responsibility: merchandising, product design/development, quality assurance, packaging, regulatory compliance.

* Developed Standard Operation Procedures (SOPs) and work instructions catered to clients' company protocols, mitigating quality expectations for suppliers upfront.
* Grew the business by 22% by improving key consumer performance metrics.
* Leveraged proactive behaviors and customer service to create strategic opportunities through direct sourcing, product development and design.
* Provided leadership and training to build collaborative relationships with clients for clarity around

quality testing, regulatory, and federal programs.

* Led direct reports in two separate, remote satellite locations in the domestic U.S.

MAST GLOBAL (LBrands, Inc.) Columbus, OH 1993 to 2013

*Group responsible for managing & servicing all aspects of quality assurance for Bath & Body Works, The White Barn Candle Company, Victoria’s Secret, PINK, LaSenza, C.O. Bigelow & Henri Bendel – personal care/gifting retailers/e-commerce with annual sales of $2.6 billion.*

**Global Quality Assurance Manager, Gifting & Accessories**

Managed both domestic and international vendor relationships, serving as primary expert in all Quality Assurance policies, root cause analysis, FMEA, CAPA, quality and testing. Traveled to manufacturing plants in Asia, Middle East and Europe to perform onsite quality standards audits.

* Achieved significant cost savings for suppliers’ testing fees due to 35-45% negotiated discount with third-party laboratories.
* Designed a proprietary testing program, improving the reject rate from 24% to 3%.
* Launched 3000+ gifts and accessories ensuring aesthetic/design integrity during the packaging process.
* Led a team of 11 direct reports across satellite hubs in Ohio, New York and China.
* Instructed designers and engineers to develop creative packaging solutions, ensuring products withstand shipping and normal use while retaining aesthetics.

BATH & BODY WORKS (BBW) (LBrands, Inc), Columbus, OH

**Global Quality Assurance Manager (2001-2007)**

**Quality Assurance Senior Supervisor (1996-2001)**

**Merchant, Accessories (1993-1996)**

Led a team of five direct reports in developing the BBW QA & Sourcing Department. Oversaw manufacturing and distribution of gift sets, gift set components, hard lines, accessories and home fragrance items for +1,600 stores.

* Established inspections monitoring program that created annual growth of 80%.
* Improved holiday accessories defects rate from 34% to 1.6% for 180+ suppliers.
* Researched regulatory and technical issues on products/new materials, ensuring all items met quality and testing requirements prior to shipping.
* Served as technical QA expert for internal/external cross-functional partners, guiding teams to achieve 95% conformance in passing test results, shipping and labeling standards.

|  |
| --- |
| **ADDITIONAL PROFESSIONAL ACCOMPLISHMENTS** |

* Pioneered first program of retaining samples as quality standards that drove the design process, eliminating potential issues at the concept stages.
* Created and implemented the “New Product Development” process, designed to bring products to market more efficiently.
* Sourced a solid supplier base for seasonal & core jewelry lines and managed cost savings.

|  |
| --- |
| **EDUCATION** |

**MFA, Textiles & Fashion Analysis,** Rhode Island School of Design, Providence, Rhode Island

**MA, Design,** Baldwin Wallace University,Berea, Ohio

**BS, Advertising & Journalism,** Kent State University, Kent, Ohio

**AA, Marketing,** Cornell University, Ithaca, New York

|  |
| --- |
| **PROFESSIONAL DEVELOPMENT & RECOGNITION** |

Extensive knowledge of ASTM, CFR, CPSC, CPSIA, FCC RoHS & REACH

White Belt Certification, Six Sigma, 2010

ASQ Certification, American Society for Quality, 2009

Professional Member, ASQ, 2007-2012

Good Manufacturing Practices (GMP) Certification, Interteck Testing Laboratory, 2000

Bath and Body Works 4-H Recognition Award, 2001/2000/1998/1997

MAST Synergy Award, 2012/2011/2010