

# Cameron Bursch

---

(763) 567-9794 | cammichbursc@gmail.com

## Education

---

**UNIVERSITY OF MINNESOTA-TWIN CITIES**  
CURTIS L. CARLSON SCHOOL OF MANAGEMENT  
Bachelor of Science in Business, *Marketing*

**MINNEAPOLIS, MN**  
SEPTEMBER 2013 – MAY 2017

## Professional Experience

---

### TARGET CORPORATION

**MINNEAPOLIS, MN**

*SR. INSIGHTS ANALYST, PRICING & PROMOTION COE FOR WOMEN'S APPAREL*

*NOVEMBER 2019 – PRESENT*

- Leads the enterprise pricing and promotional strategy by leveraging insights from the analysis of 52 weeks of company financial data, guest insights, and NPD/IRI/Tableau market share data to influence leaders and key stakeholders across multiple functions (Price & Promo, Promo Marketing, Product & Site Merchandising), resulting in a cohesive pricing and promotional strategy aligned across multiple pyramids, resulting in more streamlined processes and enhanced guest experiences
- Develop pricing architecture for Women's Apparel business taking into consideration market trends & guest insights
- Collaborates with the DOMO product team to create an event recapping dashboard for pricing and promotional team members, allowing leaders to track offer performance for company promotional events in real-time, which led to a 60% decrease in event reporting time and allowed the promotional team to react quickly to event sales.
- Manages a \$261M promotional budget and develops guest-oriented and cohesive pricing and promotional plans for the nine different businesses within Women's Apparel, resulting in a 7% increase in promotional sales revenue and a 15% decrease in markdowns

*INVENTORY ANALYST, WOMEN'S SHOES*

*JULY 2017 – NOVEMBER 2019*

- Led countless successful launches of new product lines for the Women's Core Shoes business by developing and executing profit-maximizing inventory strategies for 4,000+ new item launches, resulting in an annual sales increase of \$181M.
- Collaborated with data analysts to create and implement a highly technical inventory tracking tool that provided a real-time view into inventory allocation across the supply chain, resulting in a savings of 100+ labor hours per year and increased accuracy in inventory management.
- Implemented a new advertising management process for the Shoes cross-functional team, featuring weekly inventory allocation reporting and quarterly alignment meetings with Price/Promo and Merchant teams, which resulted in greater visibility of planned promotions & a greater guest experience when shopping promotions.
- Successfully established trust and credibility with over 15 domestic and international vendors through continuous collaboration on new product launches, resulting in increased vendor satisfaction and streamlined communication processes.

### KEMPS LLC.

**ST. PAUL, MN**

*SALES AND TRADE MARKETING INTERN*

*MAY 2015 – SEPTEMBER 2016*

- Led consumer qualitative and quantitative focus groups, collaborating with cross-functional teams to analyze and research new trends in the grocery market and track the progress of new product/brand launches.
- Collaborated with external media buyers and marketing specialists to build strategy briefs for media advertisements, ensuring a seamless flow of ad campaigns.
- Worked collaboratively with cross-functional teams to plan and execute day-to-day operations for the Minnesota State Fair event, increasing brand awareness through Kemps social media accounts (Twitter, Instagram, and Facebook).

### CERTIFICATIONS

Product Management Certification – Cornell U  
(In Progress) Coding Boot Camp –  
University of Minnesota

### PROFICIENCIES/SKILLS

Tableau  
Qualtrics  
DOMO  
Greenfield  
NPD/IRI Industry Insights  
Microsoft Office (Excel, Powerpoint, Sharepoint)