

Christian Sopoco

Seattle, WA | (214) 708-3705 | Christian.Sopoco@target.com

OBJECTIVE

Motivated merchandise planner seeking knowledge and experience within the product fellowship. Looking for an opportunity to combine and apply my business acumen in retail with curiosity in product to drive positive results for users.

EXPERIENCE

TARGET- MINNEAPOLIS, MINNESOTA

2020 to Present

Associate Planner

- Conduct financial benchmarks, recommend localization and channel strategies resulting in the expansion of young men's business to 500 new stores
- Utilize internal programs (APEX, IVY Clearance, EPM) to lead financial planning and forecasting allowing men's business to grow by 6%
- Support divisional strategy by partnering and collaborating with cross functional team, creating Omni-channel brand collaboration within Family Gateway
- Leverage reporting (Greenfield, DOMO) to identify and direct cross functional groups to plan and execute large scale implementation of digital growth strategies

NORDSTROM – SEATTLE, WASHINGTON

2016 to 2020

Merchandise Planner

- Manage in season business by contributing to negotiations of exclusive offerings, terms, pricing, vendor funded markdowns, product life cycle, drop-ship programs, OTB, etc.
- Plan Young Men's business with effective analysis and decision making to improve department performance resulting in a 10% sales increase over LY for online and 17% sales increase for Brick and Mortar
- Develop a strategy leveraging Tableau reporting to make quick decisive decisions leading to a 7% demand increase in Men's basics
- Lead collaboration with business partners to identify gaps in analytical processes and UX; then problem solve with various other teams to fill gaps, resulting in a reduction of two weeks in SKU set up process
- Develop strong collaborative relationships with suppliers nationwide to on-board new brands

DEPARTMENT MANAGER SPORTSWEAR/FURNISHINGS

- Achieve year increase by \$500k by establishing a solid business plan that enables team to deliver value to customers
- Assess solutions with the Merchant buying team to ensure department is allocated with correct product according to need ensuring a growth of 8% in sales for summer categories e.g., short sleeve woven and shorts
- Utilize retail software solutions and reporting; pricing, assortment, allowing for a 10% sales increase in cross sells among different departments

NORDSTROM BUYING/PLANNING INTERNSHIP

- Effectively partner across the business to align, define timeline, track risks/issues, drive decisions and deliver on commitments and strategies
- Conduct high-impact analysis for strategic merchandising initiatives including financial model development
- Input departmental data into Excel spreadsheets daily to assist manager in preparing daily sales reports and sales and promotional strategies

SUMMUS INDUSTRIES– DENTON, TEXAS

2015-2016

JR. Account Manager

- Collaborate with Customer marketing and category merchants to create value driven initiatives with target customers
- Perform consumer research, analysis and development strategies to maximize, grew campus presence by adding 6 new accounts
- Develop, train and manage three sub-distributors to sell products within territory

Skills

- Process streamlining
- Vendor management
- Project management
- Financial planning
- Guest-facing customer service

Education

December 2017

TEXAS WOMAN'S UNIVERSITY - TEXAS

Bachelor of Science in Merchandising

Bachelor of Business Administration in Marketing

November 2021

MICHIGAN STATE UNIVERSITY – ONLINE

Full Stack Certificate

Programming Languages: HTML, CSS, Javascript, jQuery, JSON

Databases: MySQL, MongoDB