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**TARA C. RONDANO**

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**SUMMARY OF QUALIFICATION**

Eight years of marketing experience and accomplishments on the largest dollar and unit category for the Division within Conair Corporation, a Fortune 500 company. Contribute in decision making and development of product and packaging. Plan marketing strategy and presentation to customers. Interact with our China office and overseas factories regarding product specifications, production scheduling and inventory control. Strong communication skills and highly motivated with the ability to manage multiple complex projects at one time. Work effectively with cross functional teams. Enjoy fast paced environment and extremely adaptable team player.

**CORE COMPETENCIES**

|  |  |  |
| --- | --- | --- |
| Appliance Consumer Data  **SAP program**; (PRD Distribution) | Microsoft Office: Word, Excel, PowerPoint, Outlook | Solid problem solving skills/ negotiation of price, lower cost methods |
|  |  |  |
| Strong organizational skills | Solid presentation skills | Forecasting |
| POP, displays, pallet merchandizing  to support the styler brand in the marketplace | Manage inventory allocation &  planning of goods | Maintain awareness of consumer trends |

**PROFESSIONAL EXPERIENCE**

## **Conair Corporation** - Stamford, CT 2000 – Present

### *Product Manager, Specialty Styler Appliance & Heating Pad Categories*

*(All job functions of last two positions) 6/09 – Present*

* Report to the V. P. of Marketing, core focus Specialty Stylers, also Straighteners/Curling irons with a 195 million dollar budget for 2011
* Sole responsibility for the Heating Pad Category (3.3 million annually), new product launches, gaining new distribution, inventory planning and marketing strategies
* Assist engineers & R&D in new product development and new product launches
* 2011 new “specialty” styling product launch into the marketplace to replace existing slow-moving product in effort to increase sales, raise retail ring
* Participate in product modifications in cost saving efforts
* Responsible for marketing of account specific programs and POP for accounts i.e.: Walmart (exclusive Solution Wall), Target (2011 print program), all Avon direct import, Justice Stores
* Monthly Inventory forecasting, process FPAs, review P&Ls
* Direct the Creative Department regarding packaging direction and POP projects
* Present in customer meetings
* Strategize new colors that are on trend in the appliance market
* Present at Conair Bi-Annual Sales Meeting to establish sales/marketing strategy for category
* Assist with E-commerce strategy and development / Assist with PR for TV launch items
* Manage customer service complaints in reference to styler category
* Delegate tasks to administrative support

### *Product Manager, Straightener/Curling Iron Appliance Category*

### *(All job functions of last position) 12/06 – 6/09*

* Assist Director of Marketing in new/improved product development, planning and competitive analysis
* Communicate with Continental Conair LTD Hong Kong, China office on new product implementation
* Manage specific programs for accounts i.e.: Claire’s, Avon, Toys R Us, Costco, Limited Too

### *Marketing Associate, Straightener/ Styler Appliance Category 10/02 – 12/06*

* Communicate with CCL, China office via email regarding products specifications, cost, and ship dates
* Prepare/submit FPAs utilizing P&Ls
* Create/update SAP Material Maintenance forms
* Develop sales support material and communications with sales team: Catalog sheets, point-of-purchase display and promotional opportunities
* Liaison with Creative Dept to oversee packaging and POP projects
* Monitor and track inventory, including Obsolete Inventory Report
* Maintain sales/inventory data
* Assist in preparation of material for sales presentations

### *Marketing Operations Administrator to Director of Marketing & Sales Operations 5/01 – 10/02*

* Oversee development and production of POP merchandising vehicles, such as displays and pallets while working with the warehouse, marketing and sales team. Use of SAP required
* Assist with tradeshows planning and billing: Housewares Show, Gourmet Show and Dental Shows
* Coordinate planograms for account presentations

### *Conair Administrative Assistant 11/00 – 5/01*

* Distribute sales data to in-house sales and outside sales representatives

## **Macy’s** - Stamford, CT 1997 –2001

### *Beauty Advisor*

* Cosmetic Sales, Met or exceeded sales goals

## **Pitney Bowes, Inc.** - Stamford, CT 1/97 – 6/97

* Distribute business correspondence / Operate office equipment (telephone, copier, fax, computer)
* Coordinate meetings and prepared meeting materials

**EDUCATION**

Bachelor of General Studies, University of Connecticut 2005

Certificate in Paralegal Litigation, University of Connecticut 2000

Darien High School 1996

**PROFESSIONAL RECOGNITION**

2005 **Conair** **Ray Bancroft Award** for exemplifying spirit and effort