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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

* + - * Category consists of 200-225 SKUs
* Manage 80+ inline SKU plus additional 25-35+ holiday SKU per season
* Manage additional 15-45+ SKUs for exclusive account programs for Target, Walmart, Dollar General, Pottery Barn Teen, Family Dollar, Justice Stores, Costco, BJs Wholesale, Bed Bath & Beyond
* 2010 launched new “Specialty” styling product into the marketplace to replace existing slow-moving product in effort to increase sales, raise retail ring (started with 2 SKUs both TV initiatives)
  + - * Specialty Category gained 1/3 of Target’s planogram / Currently setting a 2 month endcap
      * 2010: One unit sold 550k units (2011 YTD: 320k at 65% of budget)
      * 2011 line extension adding 15 SKUs to the line / Increasing Specialty Styling by 225%
      * Adding 4th quarter TV item / managing three TV initiatives
      * 2012 line extension adding 5 SKUs to the line, massive product launch TV item for mid-year
* Mange new product development and new product launches
* 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 & 2011 July/Aug Endcap), all Avon direct import
* Monthly Inventory forecasting, process FPAs, review P&Ls
* Present in customer meetings
* Strategize new colors trend in the appliance market / Study consumer shopping insight
* 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
* Delegate tasks to Marketing Associate, a direct report
* Responsible for the Heating Pad Category, new product launches, gaining new distribution, inventory planning and marketing strategies
  + - * 3.3 million annually
      * Most popular opening-price point unit forecasted for 2011 at 142% over last year
      * Launch 4th quarter 2011 Heat/Vibrating Heating Pad

### *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
* Direct the Creative Department regarding packaging direction and POP projects
* Manage specific programs for accounts i.e.: Claire’s, Avon, Toys R Us, Costco, Limited Too
* Manage customer service complaints in reference to styler category

### *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

**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