

Kirby Fracas



SOFTWARE ENGINEER IN KANSAS CITY, MO

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Hardworking and motivated individual with product development experience in the consumer goods industry. Self-starter with 9 years of experience collaborating with internal teams and outside vendors. Looking for a new opportunity that will not only utilize my project management background and well-rounded set of skills and experiences, but also challenge me to grow and continue to add to those skills and experiences..

LANGUAGES	FRAMEWORKS	DATABASES	TOOLS
<ul style="list-style-type: none">• C#• TypeScript	<ul style="list-style-type: none">• JavaScript• HTML5/CSS3	<ul style="list-style-type: none">• ASP.NET• VS Code	<ul style="list-style-type: none">• Angular• Visual Studio

PROJECT EXPERIENCE

Startland Portal — Student Portal for Teachers

- Along with 4 other teammates, created a full stack web application for students to access and submit course content.
- The project was commissioned by a non-profit organization, Startland, located in Kansas City, MO.
- The application contains embedded coursework provided by Startland, and allows student users to upload work and provide feedback to each other using the forum feature.

WORK EXPERIENCE

Administrative Assistant, Tax Favored Benefits, Overland Park, KS, 09/2020 – Present

- Assist clients with identifying and completing the paperwork necessary to set up individual wealth management and retirement accounts.
- Offer ongoing customer service to existing and new clients as well as manage follow-up and maintenance communication pertaining to each account and/or general market changes.

Sales Associate, LadyBye, Kansas City, MO, 06/2020 – Present

- Assist customers visiting the store throughout the day and process transactions as purchases are made.
- Receive and direct customers and visitors, answer routine inquiries and makes appropriate referrals of questions concerning merchandise

Product Manager, Mer|Sea, Lenexa, KS, 09/2019 – 06/2020

- Manage the product development lifecycle for all scented and at home products from initial concept and sourcing through production and sales launch
- Maintain key deadlines by collaborating with internal teams to ensure all tasks are completed efficiently and on time
- Communicate with key customers about seasonal assortments to ensure product selections, branding, and packaging are in line with their final vision and meet the needs of their market
- Manage correspondence with domestic and overseas vendors to source components and obtain price quotes and prototype samples
- Collaborate with finance and operations teams to establish best practices and create systems for

- organizing and recording all product details, pricing, production lead times, and MOQs.
- Oversee purchase orders and invoices that initiate production for bulk orders and track shipping and delivery dates to ensure all orders remain on schedule. Facilitate communication between vendors and operations teams to coordinate bulk shipments for delivery.

Assistant Buyer, Helzberg Diamonds, North Kansas City, MO, 09/2018 – 08/2019

- Assist in the selection and procurement of various styles within the fine jewelry and watch categories in order to build an assortment that meets price point requirements and aligns with market trends
- Track and analyze sales on a day to day basis to monitor performance and determine the overall direction of the category
- On a weekly basis, cleanse and compare data from different sources to identify patterns and key takeaways from TY/LY sales volume.
- Compile sales data at each month and quarter end to calculate metrics focused on gross profit margin, increased sales revenue, and various demographic insights
- Collaborate with planning team, ecommerce team and marketing team to guide product dispersion and promotional campaigns to feature top selling and trending products.
- At the completion of each marketing campaign, run sales analysis to understand the attribution and efficacy of each initiative.

Merchandiser, Design Resources, Overland Park, KS, 12/2013 – 08/2018

- Oversee the planning, development, and production for the Men's and Golf apparel accounts of a licensing partner of Nike. Manage overall SKU count to ensure efficiency and productivity within the line.
- Analyze market trends, consumer needs, and previous sales history in order to build a line of quality apparel items that drive sales volume while gaining gross margin and return on investment
- Develop data models based on market research to guide decision making across sales and development teams
- Communicate directly with actual manufacturers to facilitate the development of each style by organizing proto samples and obtaining initial price quotes
- Utilize time management by prioritizing a proficient workflow in order to maintain key dates within a seasonal calendar leading up to each product launch date
- Monitor progress by working closely with cross-functional teams to remain on schedule and complete all tasks as originally planned

License Administrator, BCS/Design Resources, Overland Park, KS, 08/2012 – 11/2013

- Acted as a liaison between retail buyers and an internal graphic design team to ensure the proper execution of various co-branded artwork that would be printed on athletic apparel on order by certain retailers.
- Worked with customer service and the sales team to ensure proper items, colorways, and graphic designs are ordered, produced, and delivered to each retailer.

Merchandising Intern, CapsDirect/Design Resources, Overland Park, KS, 05/2012 – 07/2012

- Assisted merchandisers in daily tasks involved with the development, sampling, and production of promotional caps for various clients and end users.
- Gained experience managing multiple accounts and executing several projects as well as helped communicate ideas and needs with the clients and factories.

EDUCATION

University of Missouri - Columbia, B.S. Business Marketing/MN Textile & Apparel MNGT — 2012
LaunchCode, LC101 Programming Course — 2020