

# Nicole Dagnenica

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**Business professional with a passion for technology and design continuing education in the exciting environment of web development.**

**TECHNOLOGIES:** *Photoshop, HTML, CSS*

**PORTFOLIO WEBSITE:** *<https://nicoledag.github.io/Nicole/>*

## **CONTINUING EDUCATION:**

**S.U.N.Y Empire State College (2018):** Digital Art & Design: Photoshop - GPA 4.0

**Codecademy (2018):** Pro Intensive: Build Websites from Scratch: Certificate

## **PROFESSIONAL EXPERIENCE:**

**Macy's Merchandising Group, New York, NY (4/2004-2012)**

**Associate Project Manager, Ready-To-Wear Moderate & Alfani (1/1/11-9/1/2012)**

- Supported the GVP in managing product development and buying calendars for major private brands.

**Associate Product Manager, Ready-To-Wear Sweaters & Woven's (9/5/06-1/1/11)**

- Development of new product from original design concept to in-store delivery.
- Communicate, coordinate and liaison among design, color, technical and overseas offices.
- 2010 Product development responsibility for \$43M landed cost shipments.
- Identifying opportunities by analyzing sales, trends and competitors.
- Cost negotiation to achieve desired mark-ups and sales goals.
- Travel to Asia for price negotiation and product development.
- **Brand Recognition Award 2009:** recognized for exceeding margin results and sales plan by 7% with a 23% increase over prior year.

**Associate Account Manager, New Business Development (4/1/05-9/5/06)**

- Account Manager of Private Label brands with Hudson Bay Company, generating sales volume of 16.7M with an increase of 20%.
- Planned shipment projections and sales forecast.
- **Top Performer Award 2005:** Award for exceeding shipment plan by 56%.

**Assistant Account Manager, New Business Development (4/1/04-4/1/05)**

- Account Manager of Private Label brands with Hudson Bay Company, generating sales volume of 3.35M, with an increase of 78%.
- Planned shipment projections and sales forecasts.

**Royal Chain Inc., New York, NY (1/2002-4/2004)**

**Assistant Product Manager, Fine Jewelry**

- Specialized in the product development and sales of gold jewelry.

## **EDUCATION: Johnson & Wales University, Providence, RI**

- Bachelor of Science, Marketing, 2001
- Associates of Science, Computer Business Applications, 1999
- **Dean Lists Honors**