

SARAH CAHILL

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SUMMARY

I have a background in retail, primarily in category management and marketing. I am high achieving, target orientated and thrive on a challenge. I have excellent interpersonal, influencing and communication and presentation skills, with an organised approach. I have over ten years experience in managing and leading teams.

I chose to broaden my experience by completing a Diploma in IT, so I would have the technical skills as well as the marketing and UX experience to create meaningful and effective websites. I enjoy looking at web applications holistically, and making sure they offer the user the best experience possible.



CONTACT

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Portfolio

<https://sarahcahillportfolio.netlify.app/index.html>

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4/289 Arden St, Coogee NSW 2034.



EDUCATION

Diploma in Information Technology

2021

Academy of Information Technology

Professional Diploma in Digital Marketing

2019 - 2020

Digital Marketing Institute

Master of Marketing

2012 - 2018

Monash University

Bachelor of Arts - Sociology

1999 - 2001

University of New South Wales



KEY COMPETENCIES

Customer First Mentality

- Buying and category management background, with extensive experience in anticipating and analysing consumer behaviour.

Retail and eCommerce Expertise

- Experience working with major retailers in the UK and Australia, across buying, marketing, operations and eCommerce.

Team Management

- Over ten years experience managing teams

Results Driven

- Experience in meeting targets across sales, marketing and online metrics.



EDUCATIONAL SKILLS

- Completion of an intensive, industry-led course with a focus on hands-on, practical learning.
- Projects include portfolio website, a Ruby terminal application and a two sided marketplace website. Topics studied include foundational programming, information systems and database systems.
- Techstack capabilities: HTML, CSS, Bootstrap, Javascript, Ruby on Rails, PostgreSQL.
- Tools: Github, VS Code, Trello, AWS, Heroku, Stripe.



EXPERIENCE

General Manager - Marketing

Australian Geographic | The Co-op 2016 - 2020

- General manager of marketing department, with responsibility for setting strategic marketing direction for both businesses. Included creation of all online and instore marketing, advertising, marketing research, brand positioning, campaign marketing, publicity, event marketing and market research.
- Launch of new Australian Geographic website, including developing brief, user stories, setting overall strategies and working with digital design agency.
- Responsibility for eCommerce site, including marketing activities, content management and website optimisation. Creation of EDMs, online merchandising and bespoke web campaigns. Skills in social media, Mail Chimp and Emarsys.
- CRM Data analytics, website CMS management, managing relationship with SEO & SEM agency, including google analytics.
- Project management experience in various projects, including new branding exercise and store renewal and refurbishment programs.
- Part of executive leadership team, senior member of management team, including extensive presenting to board.
- Managing team including a senior buyer, inventory manager, inventory planner, marketing and campaign planner and assistant.



BUYING ROLES EXPERIENCE

Senior Buyer

WHSmith Australia 2016 - 2016

Buyer

Target Australia 2014 - 2015

Category Manager

LS Travel Retail Australia 2011 - 2013

National Buyer

ABC Australia 2010 - 2011

Buyer

Borders UK 2006 - 2009

Buyer

Blackwells UK 2003 - 2006

SKILLS & RESPONSIBILITIES

- Developed and managed range of core categories across businesses. Full responsibility for meeting sales, profit and gross margin targets. Category sales ranged from \$20m - \$60m+.
- Negotiating with external suppliers, setting trading terms, product costs and selection, supplier income, marketing activities and onboarding new suppliers
- Creation of marketing activities for all categories, working on online and instore promotions, including EDMs, external advertising, social media, instore POS and print catalogues.
- Extensive competitor analysis to ensure product offering met consumer expectations and resulted in increased market share.
- Completing regular sales reporting and analysis for customer, product, suppliers, competition and marketing. Data analysis on sales and stock.
- Setting annual budgets for categories, and ensuring targets were met, managing P&Ls.
- Team management, with multiple direct reports. Included recruitment, mentoring and succession planning.