

# SARAH CAHILL



## 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, with extensive experience in building supplier relationships. I am results driven, with a passion for data analysis, and have over ten years experience in managing and leading teams.

I chose to broaden my experience by completing a Diploma in IT, giving me technical skills so I could better understand the product offering. I am now looking to utilise my previous experience and new skills to go into product ownership/management.



## PERSONAL INFO

### Email

scahill03@hotmail.com

### Phone

0401 810 746

### LinkedIn

<https://au.linkedin.com/in/sarah-cahill-2b67b212>

### Portfolio

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



## EDUCATION

### Diploma of Information Technology

2021 - 2021

*Academy of Information Technology - Coder Academy*

### Certified Digital Marketing Professional

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.

### Results Driven

- Extensive experience in data analysis, and in meeting targets across sales, marketing and online metrics.

### Team Management

- Over ten years experience managing teams

### Retail and eCommerce Expertise

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



## 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, brand positioning, campaign marketing, publicity, event marketing and market research.
- Developing and managing business plans across the OTC, online and B2B sales channels.
- Launch of new Australian Geographic website, including developing brief, user stories, setting overall strategies and working with digital design agency.
- Responsibility for eCommerce, 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.
- Negotiating all trading terms with external suppliers and agencies, promotional support, building and maintenance of trading partnerships.
- 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.
- Australian Geographic nominated for Customer Service Team of the year in 2018, 2019 and 2020 for Inside Retail Awards, and for Omnichannel Retailer of the Year and CX experience at the National Retail Awards in 2019.



## 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.
- Completing regular sales reporting and analysis for customer, product, suppliers, competition and marketing. Data analysis on sales and stock.
- Extensive competitor analysis to ensure product offering met consumer expectations and resulted in increased market share.
- Creation of marketing activities for all categories, working on online and instore promotions, including EDMs, external advertising, social media, instore POS and print catalogues.
- 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.