

# VANESSA CHENG

EXPERIENCED MERCHANDISING PROFESSIONAL

## CONTACT



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VANESSACHENG1



SAN FRANCISCO, CA

## AWARDS

Exceed Award  
*Old Navy // 2021*

Team Award  
*Old Navy // 2017*

10/10 Award  
*Target // 2015*

Director's Award  
*Target // 2014*

Partnership Award  
*Target // 2014*

## SKILLS

MICROSOFT OFFICE SUITE

GOOGLE OFFICE TOOLS

ONLINE ANALYTICS

- Adobe Omniture
- Power BI

MERCHANDISE AND PLANNING SYSTEMS

- SAP, Business Explorer
- JDA, JDA Space

## WORK EXPERIENCE

### PROJECT MANAGER (Online)

OLD NAVY, San Francisco, CA

2020 – 2021

- Lead and manage one of the top 3 organizational initiatives (that is expected to generate over \$300M in incremental Omni retail) to integrate Plus sizes into the full Women's Online assortment on time and on budget
- Outline scope, timelines and deliverables to provide clear expectations to cross functional teams and ensure the successful implementation of the All Size strategy
- Assess potential financial (retail, gross margin, cost, etc.) and qualitative risks (customer experience, site experience, clarity of communication, etc.) and develop recommendations to maximize the effectiveness of the All Size strategy
- Partner with cross functional senior leaders to coordinate resources, develop processes and ensure technical implementation feasibility
- Develop reporting to provide senior and executive leaders with visibility to the success of the All Size initiative and help Online Merchants understand what response levers to implement to drive their business
- Present findings and recommendations clearly to executive leadership to gain alignment, communicate changes and share wins

### SENIOR DIGITAL MERCHANT (Women's Division)

OLD NAVY, San Francisco, CA

2017 – 2020

- Define vision for product and inventory strategies to support Merchandising, Marketing and Financial objectives
- Collaborate cross functionally with Marketing, Online Production, Design, Product Production to create product strategies to drive short and long term growth and financial success
- Analyze hindsight data to inform and develop a compelling category assortment and pricing and inventory strategy that will maximize growth and profits
- Create a compelling product experience on the website to include inspirational site aesthetic, simple and intuitive category navigation/organization and clear and accurate product details to drive sales
- Drive a +20% retail growth in an \$250M+ business by monitoring key metrics and analyzing insights to increase revenue, maximize GM% and minimize inventory liability

### MENSWEAR BUYER (International Markets)

OLD NAVY, San Francisco, CA

2015 – 2017

- Assessed international market opportunities, the competitive landscape and competitive benchmarks; identify pricing and product opportunities; and provide strategic recommendations on assortment, pricing, and inventory investments
- Presented strategic recommendations verbally and in writing to senior leadership and international business partners while maintaining cultural sensitivity and global business relationships
- Analyzed market and company data, perform financial analysis, and evaluate strategic alternatives to develop the most profitable execution plan to launch new product lines and dissolve old programs
- Executed customer segmentation and hindsight analysis to identify unique customer profiles, unmet needs, and develop pricing and investment strategies to capitalize on additional sales 10% in retail sales per market in a single quarter

### SENIOR BUSINESS ANALYST (Merchandise Planning Operations)

TARGET, Toronto, ON

2013 – 2015

- Analyzed impact of merchandising pricing, placement, and promotional initiatives on forecasted demand and implemented systematic changes to optimize available inventory across the supply chain and maximize sales
- Developed best practices for procedures, methods and tools to complete decision analysis for all team members to use in daily activities thereby ensuring 100% consistency across the company
- Problem solved in an unstructured and dynamic environment to create innovative solutions for distribution, fulfillment and customer retention issues by leveraging resources and existing processes to optimize investments in the supply chain

## EDUCATION AND EXTRACURRICULAR

### BACHELOR OF ARTS IN HONORS BUSINESS ADMINISTRATION

RICHARD IVEY SCHOOL OF BUSINESS, Western University, ON

### BOARD MEMBER (Young Professionals Group)

ENTERPRISE FOR YOUTH, San Francisco, CA

2017 – 2020